

Southern HARDWARE

APRIL, 1951

Including THE SOUTHERN FARM EQUIPMENT SECTION



AUGER BIT COMPANY - WASHINGTON, OHIO, U.S.A.



"Nat" always tries to be in tune
 With all your fastener needs
 And when it comes to packaging *
 Most folks agree: "Nat" leads !



* "National's" snappy black and red packages
 are tops in the fastener field from an
 appearance and merchandising standpoint.
 Colorful, color-coded labels . . . easy to
 read, easy to identify . . . help you find the
 kind of fastener you want in a hurry.

Other "National" products include: HODELL CHAINS • CHESTER HOISTS

THE NATIONAL SCREW & MFG. COMPANY

Cleveland 4, Ohio

Pacific Coast: National Screw & Mfg. Co. of Cal.
3423 South Garfield Ave., Los Angeles 22, Cal.



SOUTHERN HARDWARE is published monthly at 116 E. Crawford St., Dalton, Ga., by W. R. C. Smith Publishing Company, Dalton and Atlanta, Georgia, U. S. A.
 Subscription price in United States and possessions \$1.00 per year.

Entered as second class matter at the post office, Dalton, Georgia, under the Act of March 3, 1879.

Volume 120

Number 4



"She's been high-hatting me ever since her Bethlehem Fence was put up."

Even the cows are proud of their Bethlehem Fence! This advertisement is typical of our current campaign in regional farm magazines.



Looks good... is good!

Bethlehem Fence not only looks good, it *is* good. It's a fence that's built to last. Invite your customers to examine the tightly-wrapped hinge joints, test the strength of the tough steel wires, or inspect the smooth zinc coating. It's a husky fence in **every** detail. And best of all, it makes satisfied customers... especially when they put up their fence on long-lasting, easy-to-drive Bethlehem Steel Posts.

Ask your jobber for full details. He can supply you with a wide range of standard styles and sizes to meet every farm fencing need. And he can also supply you with the other top-quality steel products shown below. Check with your jobber today.

BETHLEHEM STEEL COMPANY, BETHLEHEM, PA.

On the Pacific Coast Bethlehem products are sold by Bethlehem Pacific Coast Steel Corporation. Export Distributor: Bethlehem Steel Export Corporation.



BARBED WIRE



BALE TIES



AUTOMATIC
BALE WIRE



NAILS AND STAPLES



FENCE POSTS



CLOTHES LINE



*Lowe Brothers Dealers

cash in on Special Spring Promotionals!

Looking for more store traffic—sales increase—RESULTS? You find them in Lowe Brothers advertising. Year after year Dealers have built outstanding store traffic and sales increases through special Lowe Brothers promotional programs *PRE-TESTED* for effectiveness. Here, for example, are typical results secured by dealers all over the country with Lowe Brothers *Color Carnival*—the most recent in a long line of successful promotional programs available to Lowe Brothers Dealers.

- ★ Store traffic increased from 200 to 600 during each of Color Carnival days! Not only increased paint sales but upped sales of general hardware items as well!
- ★ On main day of Carnival, store traffic increased six fold!
- ★ Besides increasing Plax sales, Carnival was responsible for great boost in sales of other Lowe Brothers products!
- ★ Carnival credited as one of main reasons dealer was able to double paint
- sales during second year of business with Lowe Brothers products!
- ★ Plax sales increased over 100%—total store paint volume increased 25% (a 31 year dealer)!
- ★ Carnival credited for 20% increase in business for the year!
- ★ Plax sales doubled because of new demand created yearly by Color Carnival!
- ★ Store traffic increased more than 200% during Carnival days!

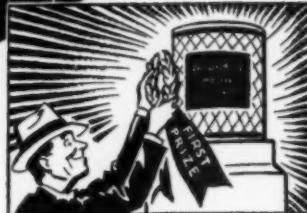
The Color Carnival is a *perfect* example of Lowe Brothers consistent advertising and merchandising support—just one factor in the winning combination that has built success for Lowe Brothers Dealers everywhere. The other important factors are *product quality, packaging and consumer appeal*. Line up now with Lowe Brothers for *far more profit from paint*. Write today for complete agency details.

The Lowe Brothers Company • Dayton 2, Ohio

*Names on
request.

Lowe Brothers

PAINTS • VARNISHES



UNSURPASSED QUALITY



DISTINCTIVE PACKAGING



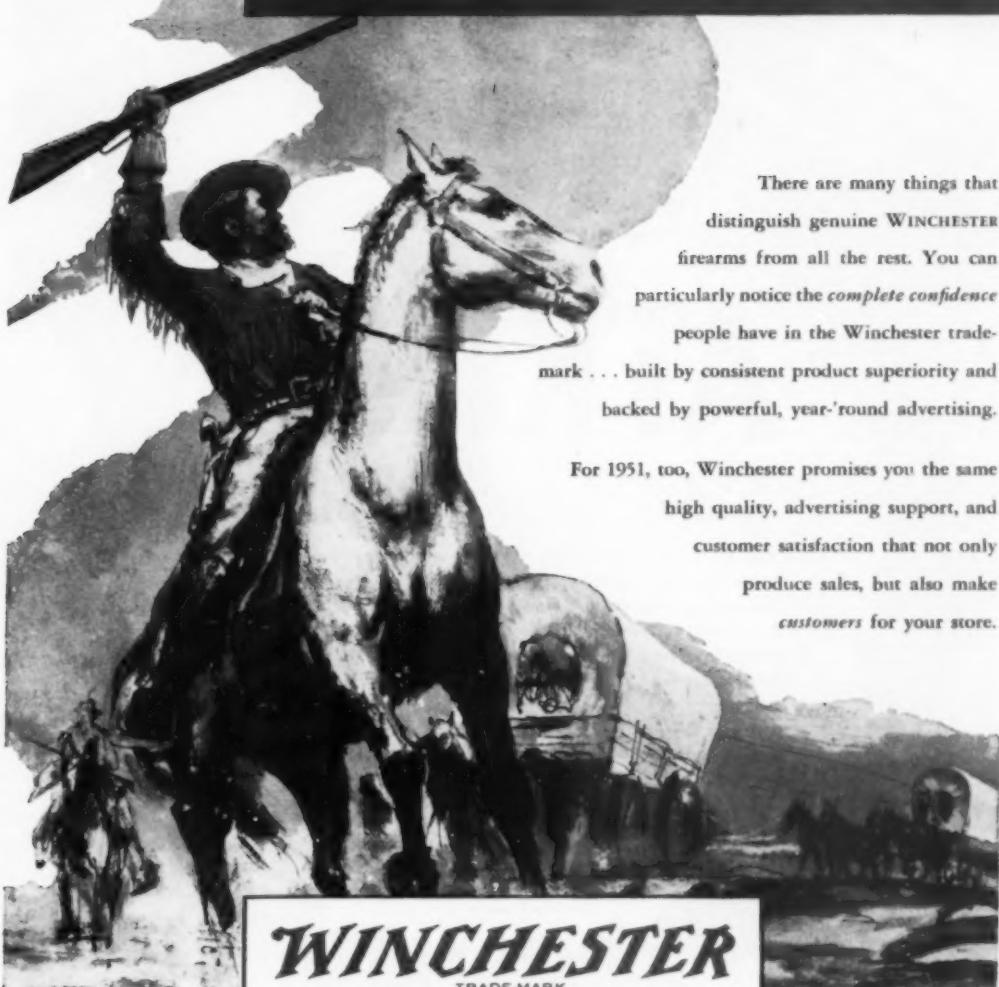
CONSISTENT ADVERTISING



CONSUMER APPEAL

Building Customers For You...

**DYNAMIC ADVERTISING and a
WORLD-FAMOUS REPUTATION**



There are many things that distinguish genuine WINCHESTER firearms from all the rest. You can particularly notice the *complete confidence* people have in the Winchester trademark . . . built by consistent product superiority and backed by powerful, year-round advertising.

For 1951, too, Winchester promises you the same high quality, advertising support, and customer satisfaction that not only produce sales, but also make *customers* for your store.

WORLD-FAMOUS

WINCHESTER
TRADE-MARK

RIFLES and SHOTGUNS

PRODUCTS OF



INDUSTRIES, INC.

SINCE 1866

Winchester Repeating Arms Co., Division of Olin Industries, Inc., New Haven 4, Conn.

SOUTHERN HARDWARE for APRIL, 1951

We TELL to help you SELL!



ATKINS'

"Silver Steel" PRODUCTS

Month-in, month-out, the story of ATKINS is hammered home to potential buyers. For nearly a century the outstanding superiority of "Silver Steel" products has been stamped and re-stamped on the buying consciousness of the entire nation! . . . In your particular field, for example, leading publications read by your customers carry the Atkins sales message! (See publications pictured above.) Attention-compelling forceful advertisements — and lots of them — stress the complete Atkins line — help YOU sell! And this isn't new; it's been going on for years and years — long enough and strong enough to establish Atkins "Silver Steel" products as top quality leaders in their fields.

FREE NEWSPAPER MATS

Tie-in your business with Atkins advertising — ask for FREE newspaper mats in various sizes, featuring Atkins products, to run in your local paper.

E. C. ATKINS AND COMPANY

Home Office and Factory: 402 S. Illinois St., Indianapolis 9, Indiana

Branch Factory: Portland, Oregon • Knife Factory: Lancaster, New York

Branch Offices: Atlanta • Chicago • Portland • New York

MAKERS OF BETTER SAWS FOR EVERY CUTTING JOB



SOUTHERN HARDWARE for APRIL, 1951



The trademark
everybody
knows

The file
everybody
likes

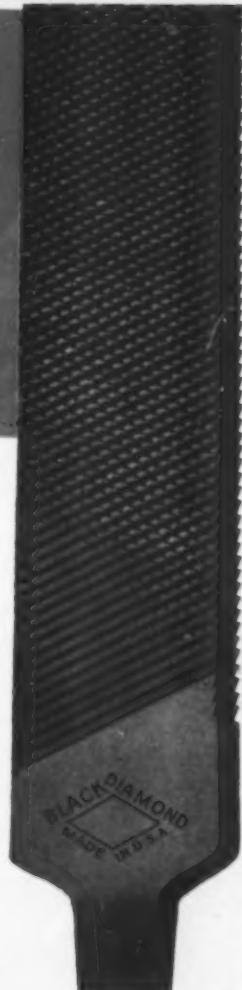
THAT'S a short way of saying that, through outstanding quality, unsurpassed value—and a name well-known for many years—Black Diamonds are the most largely and widely used files in the South.

Through their longer life and superior cutting efficiency, these famous files contribute not only in the conservation of steel, but in doing a better, time-saving job on the upkeep of farm machinery, motor vehicles and thousands of other implements which must be made to last longer in these days of national emergency.

Distributed through hardware wholesalers

NICHOLSON FILE CO. • 15 ACORN STREET • PROVIDENCE 1, R. I.
(In Canada, Port Hope, Ont.)

BLACK DIAMOND FILES
... A FILE FOR EVERY PURPOSE





IT'S ALL IN THE WHEEL



NEW

Red Devil GLASS CUTTERS

RED DEVIL has done it again! Yes, in keeping with the policy of making even the best better, RED DEVIL product engineers have designed a new method of edge-finishing the RED DEVIL GLASS CUTTER WHEELS.

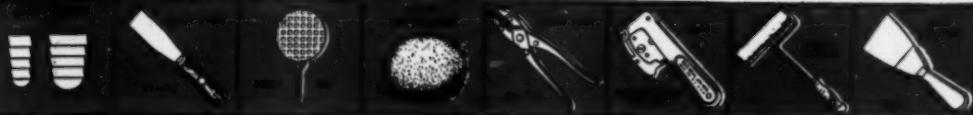
The new wheels "bite-in" easier and "dig-in" without pressure. The cut is cleaner, greatly reducing breakage. Tests show that these improved wheels have a noticeably longer life under ordinary handling.

The wheel is made of the finest alloy tool steel, electrically hardened by the exclusive Chapmanizing process. Skillful machining gives a lasting cutting edge.

This improved cutter is made in a full line for every type of glass, also turret head and refill wheel models, and circle cutters.

Cutters with this remarkable new wheel are identified with a "blue" tip on the "red" handle.

A Product of **Red Devil Tools**. Irvington 11, N. J., U. S. A.



GLASS CUTTERS



PUTTY KNIVES & WALL SCRAPERS



P15

P16

P19

P18

P25

P105

WOOD SCRAPERS

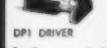


1½-2½ BLADES

GRADY WEDGES



GLAZIERS' TOOLS



PAINT MACHINES



FLOOR POLISHERS



OTHER PRODUCTS



Red Devil Tools.

IRVINGTON, N. J., U. S. A.

Red Devil Tools and Machines are made right, packaged right, priced right, and backed by consistent national advertising. You're right when you stock and display Red Devil.



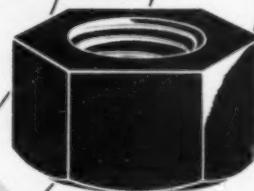


RIGHT EVERY WAY FOR WRENCHING!



**Republic
UPSON**

SEMI-FINISHED AND COLD PUNCHED NUTS



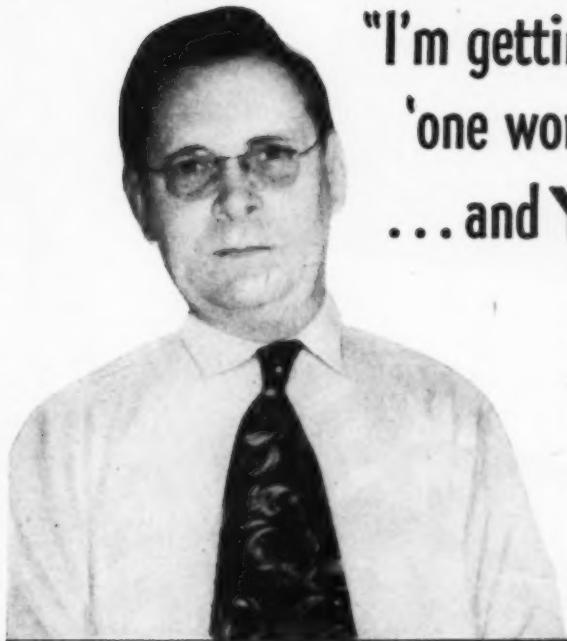
By the box,
keg or carload,
Republic Upson
Nuts and Bolts are
consistently and uni-
formly the same...right
for wrenching...right for
holding. You can count on
Republic Upson Nuts (and bolt
heads, too) to be straight-sided,
sharp-cornered, right-sized for snug
wrench fit...threads to be clean, accu-
rate, tough. Supply your needs from this
big line of over 20,000 shapes and sizes.

REPUBLIC STEEL CORPORATION

Bolt and Nut Division
CLEVELAND, OHIO • GADSDEN, ALABAMA
Export Department: Chrysler Building, New York 17, N.Y.



"I'm getting to be a
'one word salesman'
... and **YALE** is the word!"



Says Russell R. Trowbridge,
Hardware Dept. Manager, Bunting Hardware Co.,
810 Walnut St., Kansas City, Mo.

"When I say **YALE** to a customer, I've automatically answered a lot of questions—about the real value and reliability of the product, for instance. More often than not *that one word will make the sale*. Take this **YALE 506** door closer and push-pull catch. Most people don't know the first thing about door closers, *but they know YALE* and they'll buy—simply because that's a hard name to go wrong on."

YALE is a registered trade mark

...and this is the package that will close more sales for you!



This slam-stopping team makes a big hit with customers everywhere. A natural for tie-in sales with screening and other seasonal items! An excellent package to feature in your spring promotions because it offers a well known quality brand at a price that makes customers look twice. If you're not well stocked, write us today—The Yale & Towne Manufacturing Co., Dept. S-164, Stamford, Conn. (In Canada: St. Catharines, Ontario.)

YALE AIRLINER

For Quick, Quiet Closing Action

- Easy to install and adjust
- Fits on right or left hand doors—inside or out
- Requires only 2" space between doors
- Adjustable spring completely concealed

YALE PUSH-PULL CATCH

For a Sure Holding Lock

- Positive, heavy duty catch
- Works on screen and combination doors
- Quick to install
- Rustless metal
- Works easily, no knob to turn

YALE & TOWNE

Get in the Swing **EARLY**
for porch swing set **PROFITS**



Stock up now on these good-looking, long lasting, Hodell Porch-Swing Sets. They're tops—standard equipment with over sixty per cent of swing manufacturers. Each set includes two complete Y-type chains and a pair of ceiling hooks—everything needed to hang a swing. The chain is the neat, sturdy Bulldog pattern, a popular seller with the hardware trade for many years.

Order now through your jobber for spring and early summer selling. Don't wait until too late, as the supply may be short.

HODELL CHAIN

Serves the Best

Hodell Chain Company, Cleveland 3, Ohio
Div. of National Screw & Mfg. Co.

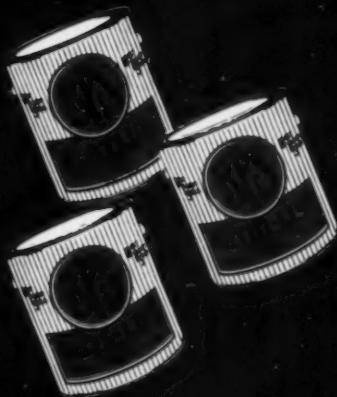


Hodell Porch-Swing Chains are packaged in complete sets . . . one set to a box, clearly and attractively labeled.

Single-Color Decorating
is Sweeping the Country...
and...

**IDENTICALLY
MATCHED COLORS**

Give You a CLEAR SWEEP
of this Vast New Market!



There's no greater sales and profit builder in the paint business today than BPS Identically Matched Colors... your ready-mixed, nationally-advertised keys to the rich new single-color style market. Featuring Flatlux, Satin-Lux and Glos-Lux... three different finishes in exactly the same colors... this great and growing BPS Line can triple your sales... triple your profit opportunities. Make this vast new market exclusively yours today with a BPS Protected Territory Franchise. Remember... one sale gets you two... two gets you three with BPS Identically Matched Colors.

NO OTHER PAINT LINE OFFERS SUCH CONSISTENT PROFIT!

THE
PATTERSON-SARGENT
COMPANY



CLEVELAND • NEW YORK

THE PATTERSON-SARGENT COMPANY

1325 East 38th Street
Cleveland 14, Ohio

Please send me full facts on BPS Flatlux and your
Protected Territory Franchise!

Name _____

Address _____

City _____ State _____

ADVERTISED IN
LIFE

Sales-building Promotion

Pick PYREX WARE for Mother's Day (and for Brides, too!)

SHE'LL USE THESE EVERY DAY



PYREX CASSEROLE

Wipe it in, bring it right to the table, then put it in the refrigerator with leftovers—ready for reheating. Utility cover 1½-quart size **89¢**



PYREX FLAMEWARE SAUCEPAN

You can watch how things are cooking, turn it through the clear glass top and sides. Easy to keep clean. Lock-on cover. 1½-quart size **82.33**

MOTHER'S DAY SPECIAL!

Limited time only!

Here's a bargain for gift-giving—because we're celebrating the 100th Anniversary of Corning Glass Works, a century of making glass better and better.

For a limited time we're offering you that wonderful Pyrex Clear Bowl Set—a nest of six bowls for mixing, baking, serving—**at a great, big savings!** A grand gift for Mother's Day, for brides for your own kitchen!

Get this special at your Pyrex Ware dealer now. Offer expires May 31, 1951.



PYREX CLEAR BOWL SET
SPECIALTY PRICED **\$1.19**
AT ONLY

DOES SHE LIKE TO BAKE?



PYREX COLOR BOWL SET

Here's a nest of four glass-colored bowls for every mixing use. Ground for even baking and never use. Ground for even mixing and never use. Ground for even mixing and never use. **Set of 4 bowls \$2.95**



PYREX MEASURES

Easy to read. Easy to pour from. Boiling liquids can't hurt them. 8-ounce size 20¢, 1-pint size 49¢, 1-quart size **79¢**



PYREX SQUARE CAKE DISH

New design, with wide, easy-to-grasp handles. Lets you see when the cake is an even golden-brown all over. **79¢**



PYREX ROUND CAKE DISH

For cakes, of course! Wonderful, too, as a shallow casserole, for serving vegetables or desserts. **89¢**

WHEN SHE ENTERTAINS...



PYREX COLOR WARE CASSEROLE

Handsome 2½-quart casserole with cover in gay red or sunny yellow. Wonderful for festive suppers. **82.33**



PYREX UTILITY DISH

Big enough for 24 servings of cake, cornbread, souffled tomatoes. Useful as a refrigerator tray, as well. 16-inch size **\$1.00**



PYREX FLAMEWARE PERCOLATOR

You can set when the coffee's perfect to perfect strength. Doesn't steam. Doesn't boil round tastes like coffee. **62.95**



PYREX PIE PLATE

Bakes pies quickly—and gives you a wonderful, flaky undercrust. Attractive for serving, too! **9½-inch size \$3.95**

PYREX WARE—A PRODUCT OF **CORNING GLASS WORKS**

PYREX is a registered trademark of Corning Glass Works, Corning, N. Y.



of PYREX WARE for Mother's Day (May 13) and Brides!

A perfect gift for
Mothers and Brides
... at a reduced price.
What a traffic-builder!



MOTHER'S DAY SPECIAL!

Limited time only!

Here's a bargain for gift-giving—because we're celebrating the 100th Anniversary of Corning Glass Works, a century of making glass better and more useful.

For a limited time we're offering you that wonderful Pyrex Clear Bowl Set—a nest of three bowls for mixing, baking, serving—at a great, big saving! A grand gift for Mother's Day, for brides, for your own kitchen!

Get this special at your Pyrex Ware counter now. Offer expires May 31, 1951.



PYREX CLEAR BOWL SET

SPECIALLY PRICED \$1.19
AT ONLY

A full-page ad will run in *Life*, just one week before Mother's Day, telling the PYREX Ware Mother's Day story.

And, during May and June, peak months for bridal doings, a PYREX Ware bride's ad will be running in the *Ladies' Home Journal*, *Woman's Day* and *Country Gentleman*—a total circulation of more than 10,000,000 women!

In the May ad, the #95 PYREX Clear Bowl Set will be featured at \$1.19, reduced from \$1.39. This price reduction is bound to step up traffic in your housewares department.

Your markup is protected. From March 20 to May 25, all PYREX Ware dealers may purchase from PYREX Ware distributors the #95 Clear Bowl Set at the reduced price less the usual PYREX Ware discounts. Yes, your markup is protected.

83% of all American women own at least one piece of PYREX Ware. Every one of them is a first-rate prospect for other PYREX Ware items. Sounds reasonable? You bet it does. It's a provable fact.

Bring these potential customers into your store by making use of the following free material. Be sure to have a complete inventory of PYREX Ware. Place your order today.

SALES KITS COMING APRIL 11!

These special advertising and display kits will contain point-of-sale display cards, mounted reprints of the *Life* ad and complete details on the promotion.

FREE MATS!

We'll furnish drop-in mats, adaptable to any budget, for eye-catching newspaper ads.

PROMOTION RUNS FROM APRIL 12, 1951
TO MAY 31, 1951!

Order from your distributor today!



If it's Pyrex Ware
the trade-mark is on it

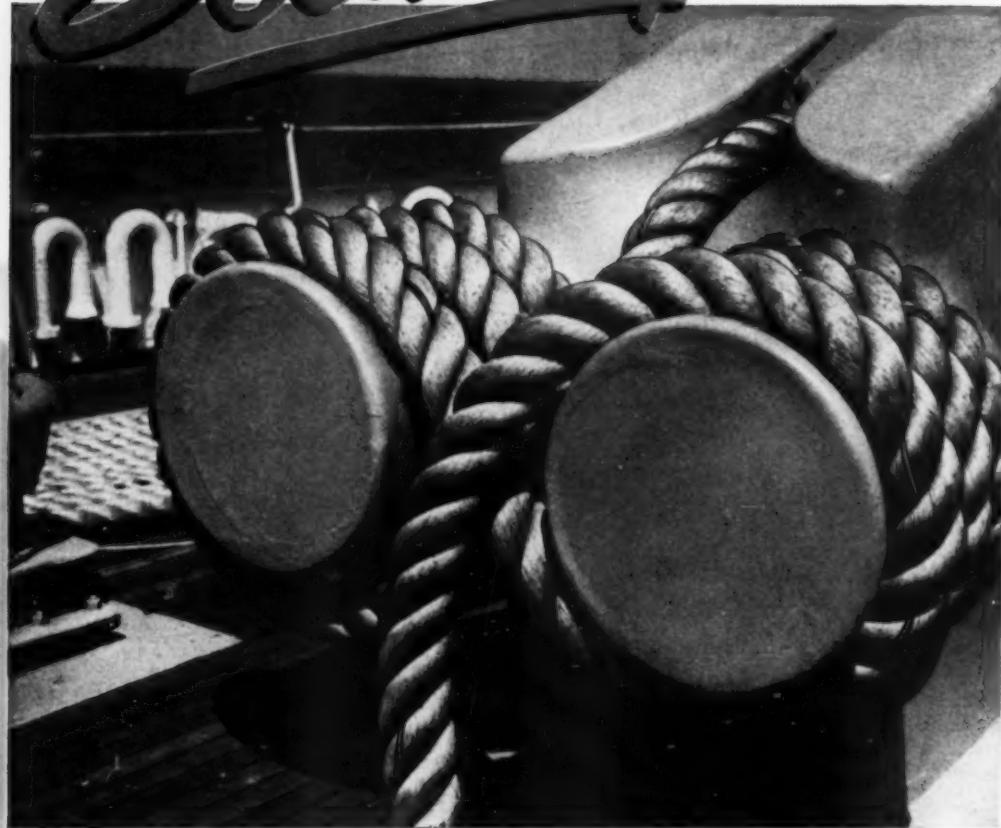
"PYREX" is a registered trademark in the U. S. of Corning Glass Works, Corning, N. Y.

A product of

CORNING GLASS WORKS

SOUTHERN HARDWARE for APRIL, 1951

Security!



Many of the world's greatest ships trust their security to Columbian Rope. And when you tie-up with Columbian, you're secure in the knowledge

that it's the finest and safest for your customers. Sell them Columbian — the rope that can be relied on for quality . . . strength . . . durability.

COLUMBIAN ROPE COMPANY
440-70 Genesee St., Auburn "The Cordage City," New York



FOR MORE PROFITS

SELL THE BEST

DISTRIBUTED
PRODUCTS



SSirco Distributed Products are Nationally Advertised—
successful merchandise that has a reputation for quality
...products that satisfy your customers, bring them back
for repeat business!

SSirco offers you generous profit margins coupled with
completeness of line. Fifteen SSirco Warehouses give you
Overnight Delivery or Drive-in Pickup, cutting inventory
investment. Stock SSirco Distributed Products for
bigger sales, higher profits! Write today for details!



SOUTHERN STATES IRON ROOFING COMPANY

Savannah, Ga.
Atlanta, Ga.
Alberts, Ga.
Tampa, Fla.

Charlotte, N.C.
Lynchburg, Va.
Norfolk, Va.
Gainesville, Fla.

Montgomery, Ala.
Mobile, Ala.
Lafayette, La.
New Orleans, La.

Chattanooga, Tenn.
Knoxville, Tenn.
Richmond, Va.

**BIGGEST
NAME IN
PLUMBING
RUBBER
PRODUCTS**



**No. 3 LUCKY STRIKE
GARDEN HOSE WASHERS**
12 Garden Hose Washers
per envelope; 25 labelled
cellophane envelopes to
colorful display carton.



**Security BLACK
SOLID BASIN, BATH
LAUNDRY TUB STOPPERS**
Solid base section for long,
non-swelling usage! 12 to
handy telescope box.



**No. 34 CRUTCH
TIP ASSORTMENT**
34 crutch tips, 48 tack bumpers,
21 suction cups—all in assorted
sizes, and 58 additional sizes
and types of popular bumpers.

LAVELLE



Made Right! Priced Right! Packaged Right!

LAVELLE Rubber Company
426 N. Wood Street, Chicago 22, Illinois

**YOUR COMPLETE PLUMBING
RUBBER DEPARTMENT**

Tank Balls • Faucet Washers • Force Cups • Hose Washers • Basin Stoppers • Repair Assortments

More folks buy

LITTLE BROWN
JUGS and CHESTS
THAN EVER BEFORE
IN HISTORY



Streamlined
Design



Utility
Features

NATIONALLY ADVERTISED



HEMP & COMPANY

1951 E. MURRAY STREET
MACOMB, ILLINOIS

America's Largest and Oldest
Manufacturer of
Outdoor Jugs and Chests

Imaginatively styled and scientifically designed... Little Brown Jugs and Chests with lustrous baked-on-enamel finish and sparkling fittings present an eye-catching appearance that sells this line over all other makes. Important too, their unmatched beauty stops the shoppers... and makes them buyers.

The outstanding sell-appearance of Little Brown Jugs and Chests is matched only by their many *exclusive*, practical proved-in-use features. Over 30 years' experience and craftsmanship go into all Hemp products to make them the most sought and bought outdoor jugs and chests on the market.

Presenting
The Most Amazing
Development
in Fishing
Tackle History!

MAGI-BRAID

TAPERED FISHING LINES

Trade Mark Registered U. S. Pat. Off.

Patent Pending

AMAZING DEVELOPMENT

FOR
Expert Fly Casting



**SHOOTS LIKE GREASED LIGHTNING!
NO COATING TO CRACK, PEEL OR FLAKE!**

HERE'S
THE SECRET!

MAGI-BRAID is a perfectly balanced taper, braided with monofilament nylon to give the exact texture that is needed for expert fly casting. There is no coating to crack, peel or become sticky. This exclusive construction is almost indestructible.

MAGI-BRAID needs no dressing for its protection. One application of Magi-Flote (free with each taper) will float Magi-Braid for many days.

THE FINAL ANSWER TO A FLY FISHERMAN'S DREAM!

PRICE LIST NO. 51 (Subject to change)

DOUBLE TAPERS

No. 1 Lightweight	\$10.00	each
No. 2 Middleweight	12.50	"
No. 3 Heavyweight	15.00	"

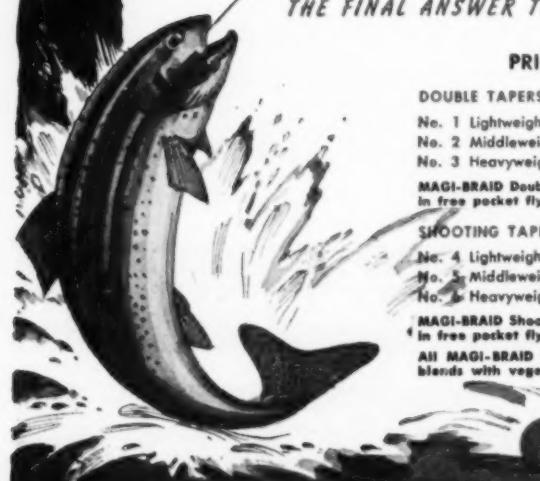
MAGI-BRAID Double Tapers are 30 yards long. Each taper is packed in free pocket fly box including liberal supply of Magi-Flote.

SHOOTING TAPERS

No. 4 Lightweight with 50 yds. 9 lb. backing.....	\$10.00	each
No. 5 Middleweight " 100 " 12 "	12.50	"
No. 6 Heavyweight " 100 " 15 "	15.00	"

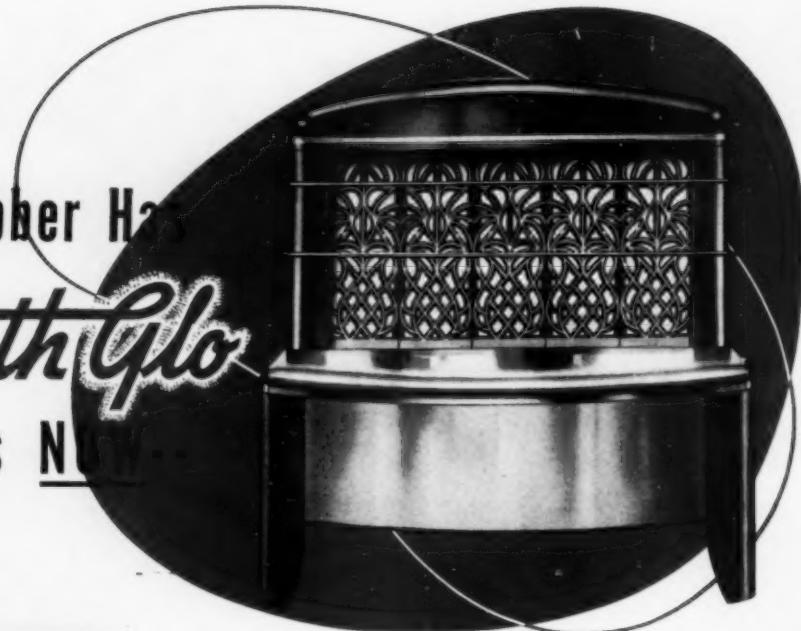
MAGI-BRAID Shooting Tapers are 40 feet long. Each taper is packed in free pocket fly box including liberal supply of Magi-Flote.

All MAGI-BRAID Tapers are produced in water-green color that blends with vegetation and water to become invisible to any fish.



Western Fishing Line Co.
Glendale 4, California

Your Jobber Has
Hearth Glo
Heaters Now



--and **NOW** is the Time to Get Yours!



Smart Jobbers have wisely stocked Hearth Glo Room Heaters early this year — and in ample quantity to take care of most normal needs. Smart retailers will be wise to do the same.

High quality, moderately priced Hearth Glo Heaters sell readily — make a good profit and build customer goodwill for you. Stock them — feature them — sell them. It will be worth money to your business.

JACKES-EVANS MFG. CO.
Saint Louis 15, Missouri

Hearth Glo ROOM HEATERS
A Complete Quality Line of Gas Heating Equipment
Hearth Flo CIRCULATORS

Rope Selling with Plymouth's

3



NOW — with Plymouth's three ways to handle rope business with three distinctly different merchandising units, dealers of any size, type, and location can increase their store's profits with practically no sales effort and with the minimum investment. Retailers everywhere testify to the greater demands for rope since installing one or more of these units.

Plymouth's three merchandising units — HandyPak, SalesRak, SalesMaker—enable you to feature rope by the package or off the spool or from the coil. You stock

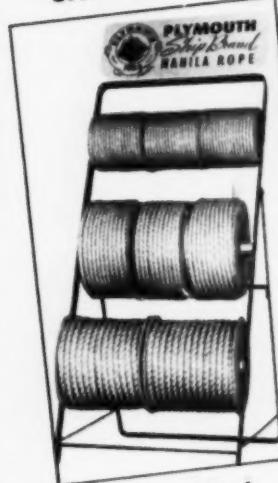
the way you want to stock . . . with no unnecessary or excessive outlay! You display the way that impels prospects to become customers . . . with the smallest amount of floor space! And you sell the way your trade wants to buy . . . with no unwanted sizes or lengths!

Whichever unit or units you choose, the Plymouth plan can make rope a really profitable line for you, or a much more profitable one if you are already in the rope business. Plymouth rope sold the Plymouth way sells itself! See next page for details . . .

DETAILS

Which will sell most for you?

SALES UNIT 2



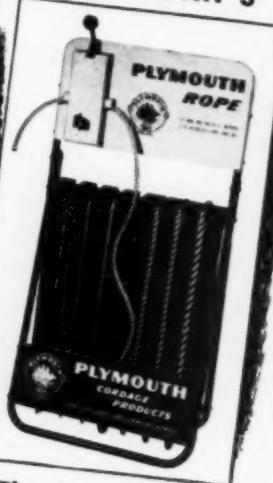
The SalesRak

SALES UNIT 1



The HandyPak

SALES UNIT 3



The SalesMaker

Complete with display and dispensing rack as shown. Complete unit contains 24 spools (9 x 1/4", 9 x 3/8", 6 x 1/2"). The 1/4" and 3/8" sizes are connected in units of 3 x 100' spools. The 1/2" size is connected in units of 2 x 100' spools. Rack holds 3 x 1/4", 3 x 3/8", and 2 x 1/2" spools at one time. See your jobber for prices.

Contains 15 attractively packaged individual coils, in 50' and 100' lengths. Provides initial stock for the retailer who has a steady but small demand, and wants to build volume in "impulse-buying" merchandise. Designed to fill the universal demand for rope for household needs. Replacement coils available. Prices from your jobber.

Displays, measures, and cuts rope in any six sizes up to 1" diameter. Designed for retailers whose volume justifies inventory in full or half coils. Rope may be fed from basement, overhead, shelves, or floor. Nearly 4,000 retailers testify to increased rope sales of 25 to 100% with this unit. Cost: \$17.50 net. (Counter model: \$12.50 net.)

IF YOU SELL BINDER OR BALER TWINE

Plymouth "Red Top" and "Green Top" Binder Twines are designed for fast, economical, trouble-free operation in the field—pioneered 65 years ago, when the grain binder was introduced, and constantly improved to keep pace with modern farming requirements. Plymouth Baler Twine is also engineered to do its specific job. The first baler twine made, it was designed in cooperation with the originator of the automatic twine-using, pick-up hay baler.



Get in touch with your jobber today, so that you can compare with him which of the 3 units is best suited to your general rope needs.

PLYMOUTH CORRAGE COMPANY, PLYMOUTH, MASS.



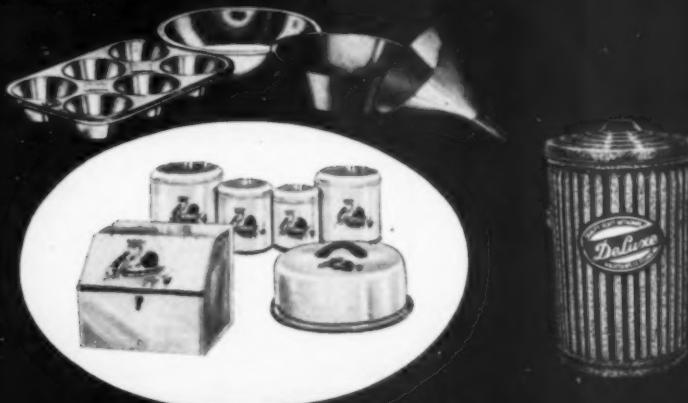
A Family of Great Products— Every One a Volume-Builder!

De Luxe Household Metalware is designed and built to create customer-satisfaction and goodwill. Heavy-weight materials—carefully fabricated and attractively finished—assure the kind of service that users like—and talk about.

Because De Luxe Household Metalware is built to please users—because it is Nationally Advertised in magazines reaching millions of readers

Since De Luxe is a complete line—including Colored Ware, Galvanized Ware, Tinware, Map Pails, Garbage Pails, and Ash Cans, every need in this field is adequately met under the De Luxe label. No wonder consumers everywhere prefer De Luxe.

— and because it is available in a truly complete line—De Luxe is a real sales-builder, and a real money-maker for you!



Be sure to stock, feature, and sell De Luxe Household Metalware. Talk to your Jobber's Representative about it now.

SCHLUETER MFG. CO. • ST. LOUIS 7, MO.

Smart tool buyers prefer CRESCENT

According to a recent survey
conducted by **POPULAR
MECHANICS**
MAGAZINE

CHECK THESE RESULTS:



Crescent Wrenches
1/2" to 2-1/16" capacity



Crestoloy Wrenches
1/2" to 2-7/16" capacity



Slip Joint Pliers, 5" to 10" sizes



Long Nose Pliers, get into tight spots



Heavy Diagonal Cutting Pliers
for all cutting purposes



End Cutting Nippers
for close cutting and lumber cleaning

- Of all types of wrenches, including pipe, socket, open end and adjustable, buyers requested a total of twenty-four brand names. Out of these, 45.4% called for either CRESCENT or CRESTOLOY. (The next brand specified was 11.7%).

On Pliers, out of sixteen brand names asked for, CRESCENT, CRESTOLOY and CeeTeeCo accounted for 39.9%. (The second place brand was 21.2%).

This survey was made among Hardware Dealers throughout the United States, who were asked to list the brand names of various items requested by their customers.

Any Hardware Dealer can cash in on this popular acceptance of CRESCENT TOOLS by stocking them in his store.

Are you receiving your share of this profitable and satisfying tool business?

Crescent's acceptance is no accident. Forty-three years of experience in making a quality product has resulted in today's finest tool values.

Stock and sell the CRESCENT-CRESTOLOY Line.

CRESCENT TOOLS

Give Wings to Work

*Sign of the Artisan
Symbol of Excellence*

Crescent is our trade-mark, registered in the United States and abroad, for wrenches and other tools. Sold by leading distributors and retailers everywhere and made only by
CRESCENT TOOL COMPANY, JAMESTOWN, NEW YORK

The trademarks brush buyers

Trust



THESE WOOSTERS ARE AVAILABLE

New Wooster Defense Brushes, with pure bristle content restricted by National Production Authority order, are being produced in 70-30, 60-40 and 55-45 bristle-horsehair mixtures. Available in limited quantities are short-length Wooster All Pure Bristle Brushes (2 1/4" clear of ferrule), and Wooster 100% Pure Nylon Brushes. Be sure to ask your distributor salesman about the new Wooster Defense Line Brushes!

The Wooster reputation for quality and performance will mean more than ever to you this year. For, regardless of materials shortages and the almost certain appearance later of unbranded merchandise, brush buyers know that they can count on best possible *quality* and top *value* when they ask for *Wooster*.

That's why it pays to line up with the *trademarks brush buyers trust*—the Wooster trademarks, backed by confidence built up through a hundred years of satisfied users. Whether they appear on Wooster Defense, All Pure Bristle or 100% Pure Nylon Brushes . . . if they say *Wooster* or *Foss-set*, you know they're the trademarks brush buyers will look for again and again!

WOOSTER BRUSHES



THE WOOSTER BRUSH COMPANY • WOOSTER, OHIO • SINCE 1851

WOOSTER
FOSSETT
NYLON



IF IT'S WORTH PAINTING IT'S WORTH A WOOSTER BRUSH

SOUTHERN HARDWARE for APRIL, 1951

There's turnover in RB&W's "upside-down" package!



Profits aplenty are packed for you in each unique RB&W "upside-down" package.

Displayed on your shelves, the attractive red and green colors catch customers' eyes . . . and the easy-to-order-from label (big black type, white background, with the product pictured) clinches the sale.

When you open the package to fill the order, the clever "upside-down" feature comes in mighty handy. You can't spill a single RB&W bolt, nut, screw

or rivet . . . the label's upside-down so the cover will be always underneath and the bottom won't drop out. Its strong, light, Brightwood construction can take constant opening and closing without bending or breaking.

Stock and feature the complete quality line of RB&W bolts, nuts, screws and rivets . . . a great hardware staple that's always in demand, never out of style, sure to build traffic.

RUSSELL, BURDSALL & WARD BOLT AND NUT COMPANY



Plants at Port Chester, N. Y., Coraopolis, Pa., Rock Falls, Ill., Los Angeles, Calif. Additional sales offices at: Philadelphia, Detroit, Chicago, Chattanooga, Dallas, Oakland. Sales agents at: Portland, Seattle.

Available at leading Wholesale Hardware Distributors from Coast to Coast



106 YEARS MAKING STRONG THE THINGS THAT MAKE AMERICA STRONG



No. 345W D-shaped case, two-tone finish, replaceable 6' wide blade, 14" wide. Also in 6' and 10' lengths.



No. 346 Watch-case case, 6' blade, 14" wide. Vertical reading — faster measurements from any angle.



No. 355 New D-shaped case—add 2" for inside measure. Wide—14" replaceable blade — extra rigidity for long measurements. Direct reading, 6'.



No. 1360 Low priced Automatic spring return action, 6' blade, 14" wide. Pocket-size case.



No. 136 Caliper, 4" long. Brass color exclusively produced in 16ths and 32nds. Head is mounted for inside and outside measuring.

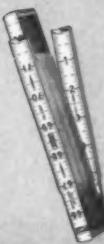


No. 146 Standard of Accuracy, Large blade. Brass construction, 16th-graduated, 6' blade. Brass-colored exterior, protective plastic finish. Selected Maple sticks. Graduated in 16ths — all edges. 6' long, "Green Ends". Also available in flat working — No. 1647.



No. 227 Extension. All the famous "Green End" features plus a 6-inch brass extension slide for accurate inside measuring. Extra thick sticks. Double-edge graduations—both sides. 6' long.

Compare selling points — compare prices — and you will feature STANLEY RULES . . . and sell every customer. Order through your jobber NOW.



No. 2467 Vertical reading. Numbers begin on inside face; even with rule partly open. Reading is clear to zero. 6' blade, 6' long, "Green Ends".



No. 836 "Stanley-Vision". Medium priced. Brass-colored brass joint. Same as No. 96, but different slide. 6' blade, 6' long.



No. 96 "Defense". Low priced. Connected joint. Hardwood slide. White blade. 6' blade — 6' long.



You can sell



every customer



a

STANLEY RULE

There's a big, profitable, "made-to-measure" market for Stanley Rules . . . every one of your customers is a prospect. A complete line . . . priced for every pocket, Stanley Rules have many exclusive features that add up to customer confidence and repeat business for you. Famous Stanley "Zig-Zag", "Pull-Push" and Boxwood Rules are available in a wide range of styles, sizes and markings. A few are shown here.

STANLEY TOOLS • NEW BRITAIN, CONNECTICUT

THE TOOL BOX OF THE WORLD

STANLEY

Reg. U.S. Pat. Off.

HARDWARE • TOOLS • ELECTRIC TOOLS
STEEL STRAPPING • STEEL



First in the Field

SAVAGE SALES CALENDAR

1951

MAY

1951

It's time for Spring varmint shooting again . . . time, too, for you to put a real sales push behind these two Savage models. Both are *priced to sell* . . . both offer outstanding features and both are nationally advertised to build consumer demand. *Look over their "First in the Field" sales features.*

MODEL 342 — "22" Hornet cal. center-fire "varminter." *Eye and buy* appeal *a plenty* in this bolt action repeating rifle . . . It's especially designed to handle the extremely accurate, flat-shooting .22 Hornet center-fire cartridge . . . ideal for small game and vermin. Bolt directly over trigger for fast operation . . . large, well-proportioned stock, shotgun type butt plate . . . top-notch sighting equipment . . . bolt shield for protection against dirt and obstruction. Only \$49.75 at retail!

You can also offer the "342" in a deluxe grade (Model 342-S). This model has special sighting equipment and receiver is tapped for Weaver scope sight. Stocks are selected walnut, checkered on grip and forearm.

MODEL 24 — .22-.410 "Over and Under." The only .22-.410 combination in regular production. A "natural" for display and demonstration. Show them how the "22" barrel is perfect for plinking, informal target shooting and small game . . . how a flick of the thumb readies the "410" barrel for flying game, pests or targets. 2-way top snap for left or right-hand shooters. Single trigger. Upper barrel shoots .22 long rifle, long or short cartridges, regular or hi-speed. Lower barrel shoots 3" or 2½" .410 shot shells. Walnut stock and forearm. It's another Savage sales leader!

SAVAGE ARMS CORPORATION

Firearms Division

Chicopee Falls, Mass.

SAVAGE MODEL 342
.22 cal. Hornet
Repeating Rifle



SAVAGE - WORCESTER Power and Hand Lawn Mowers

SAVAGE MODEL 24
.22 Rifle — .410 Shotgun
Combination

Continental



Quality
Screens
Since
1905

CONTINENTAL SCREEN COMPANY
BOOK BUILDING • DETROIT 26, MICHIGAN

THE ORIGINAL IS STILL THE BEST!



In 1892 The Ruberoid Co. produced the first roll of ready-to-lay asphalt roofing ever made. Now nearly 60 years later, genuine Ruberoid Roll Roofing still leads the field, setting quality standards around the world. Many Ruberoid Roofs applied over thirty years ago are still giving service.

Cash in now on this customer-satisfying product.

Ruberoid's quality and time-tested performance will mean easier sales and greater profits for you. When you sell Ruberoid Roll Roofing, you sell a product that builds both your present profits and your future business!

Expand Your "Best-Seller" List with these Ruberoid Sales-Making Products:

Dubl-Coverage Tite-Ons . . . the "hurricane-proof" shingle with the beautiful basket-weave pattern.

Stonewall Asbestos-Cement Board . . . the universal building material that is hard, rigid, almost indestructible, yet easy to "work."

Asbestos-Cement Siding . . . beautiful color and texture, fireproof, rotproof. A revolutionary new concept of sidewall treatment.

Building Materials for Home, Farm and Industry

MORE YEARS
FOR YOUR DOLLAR WITH
RUBEROID
BUILDING MATERIALS

The **RUBEROID** Co.

Executive Offices:
500 Fifth Ave., New York 18, N.Y.

Baltimore, Md.
Dallas, Texas
Mobile, Ala.

SOUTHERN PLANTS and SALES OFFICES:

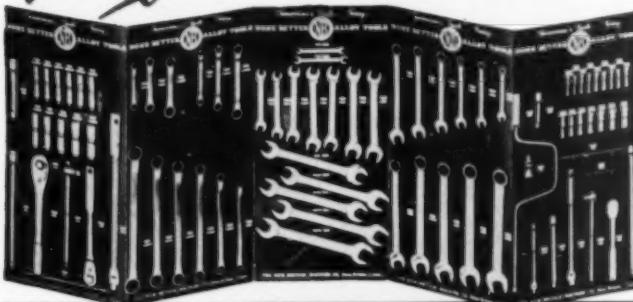
The COMPLETE Line...the SALES ACTIVE Line Brings BIG

Profits

Don't miss those big Hand Tool profits . . . put these effective NONE BETTER Stocking and Display Boards to work for you and boom Hand Tool sales. NONE BETTER offers you, at no added cost, a variety of these hand-

some Tool Panels to create an attractive Tool Department in your store. It's an easy way to keep sales up and inventory down. Take advantage of this remarkable silent salesman — on the spot advertising and selling for you!

NONE BETTER Tools are popular nationally because they offer Hardware Dealers the sales active combination of low, over-the-counter cost and famous quality . . . only the finest alloy steels, scientifically heat treated and finished in gleaming triple plate chrome. From those rugged, thin wall Sockets and power-packed Drive Parts, to sleek, beautifully balanced Flat Wrenches, in open stock and in Sets, here's the Hardware Line that has the 1-2 profit punch of high quality and low cost that brings Tool buyers to you.



SOCKETS

Famous quality thin wall Sockets of finest alloy steel. Scientifically heat treated for high strength, precision broached for perfect fit — on the nut. Durable triple plated chrome finish. In $\frac{1}{4}$ ", $\frac{3}{8}$ ", $\frac{1}{2}$ " and $\frac{3}{4}$ " Drives and a complete range of openings.



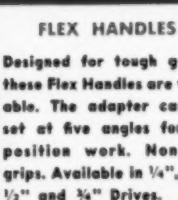
RATCHETS

The sturdiest, smoothest Reversible Ratchet ever made. Its double pawl in streamlined head gives strength without bulk. This Tool features the best in design, materials and workmanship. In $\frac{1}{4}$ ", $\frac{3}{8}$ ", $\frac{1}{2}$ " and $\frac{3}{4}$ " Drives.



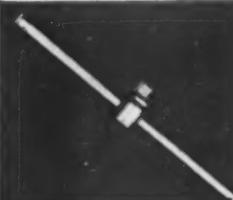
EXTENSIONS

Used with Drive Parts, these versatile Extensions multiply the usefulness of any Tool by increasing reach. Hard-to-get-at jobs are made easy by eliminating stretching and straining to reach the work. $\frac{1}{4}$ ", $\frac{3}{8}$ ", $\frac{1}{2}$ " and $\frac{3}{4}$ " Drives and in popular lengths.



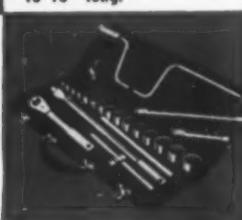
FLEX HANDLES

Designed for tough going, these Flex Handles are valuable. The adapter can be set at five angles for all position work. Non-slip grips. Available in $\frac{1}{4}$ ", $\frac{3}{8}$ ", $\frac{1}{2}$ " and $\frac{3}{4}$ " Drives.



TOOL SETS

A complete, basic 23 piece $\frac{1}{2}$ " Drive Alloy Steel Socket Set. Contains 8 Drive Parts and 15 12-point Sockets. Strong metal carrying case. Typical of the many other fine NONE BETTER Tool Sets your customers want.



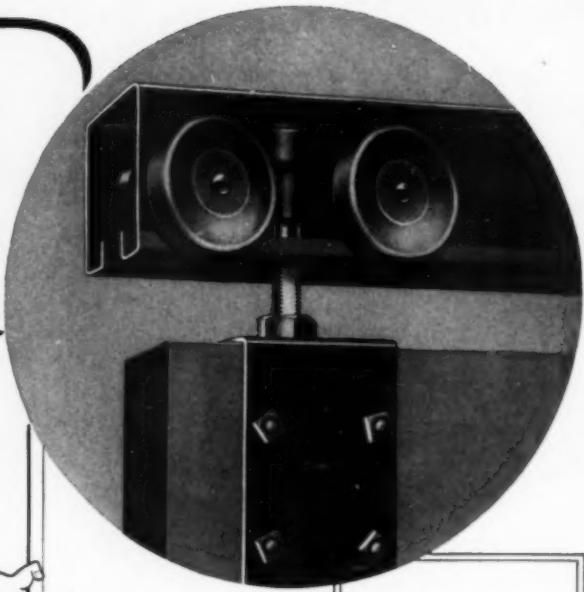
CARBON SOCKET SETS

Priced low for sales action, available in five most popular models. $\frac{1}{2}$ " Drive Set shown includes a standard Ratchet, Adapter, Ell Handle and 8 Sockets.

NONE BETTER Tools

THE NEW BRITAIN MACHINE COMPANY
New Britain, Conn.

Doors just
COAST
into place



With Stanley rolling or sliding

DOOR HARDWARE

Doors coast quickly, quietly—at the touch of a hand—when equipped with Stanley Rolling or Sliding Door Hardware. Stanley Track is straight as a die—hangers are carried inside—fully protected from weather and dirt. Stanley Hangers have ball bearing swivels and roller bearing wheels. Two way adjusting nuts assure exact hanging. "Hold-Fast" Track Brackets keep tracks rigid—in perfect alignment at each suspension point.

A size for any door up to 1000 lbs.

With just three sizes of Stanley Door Track you can meet the demands of any of your customers. Used extensively on all types of garages, barns, industrial and commercial

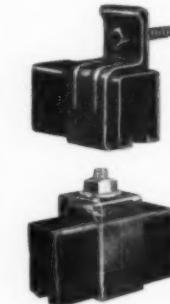
buildings, Stanley Rolling or Sliding Door Hardware provides big profit opportunities for dealers . . . with a minimum stock investment.

Every possible combination of track bracket for double and triple door sets can be furnished. Any length of track needed can be assembled, curved pieces supplied in 90° turns, others to order.

THE STANLEY WORKS • NEW BRITAIN, CONNECTICUT

STANLEY

Reg. U.S. Pat. Off.



X2641 Track for doors up to 350 lbs. Hangers to match.

Y2641 Track for doors up to 700 lbs. Hangers to match.

W2641 Track for doors up to 1000 lbs. Hangers to match.



Model L 16" and 18"



Zephyr 16" and 18"



Vogue 16" and 18"



Arlington 18"

BEST BUY IN '51 AND YEARS TO COME!



Parkhound 21"



Speedway 32"



Rocket 20"

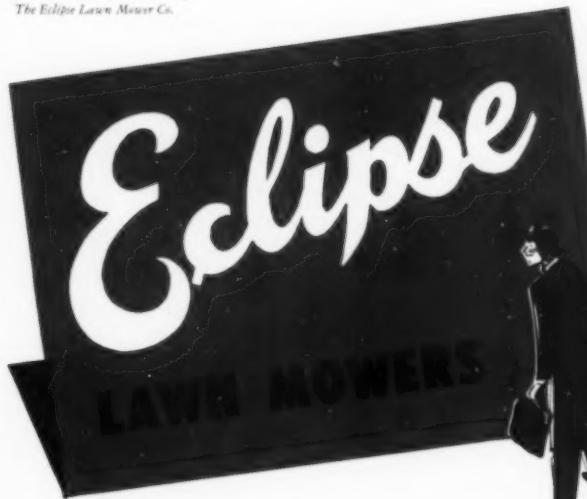


Tornado 801-36"



Rolloway 25"

Model names are trade marks of
The Eclipse Lawn Mower Co.



- World's finest quality—backed by over 50 years' manufacturing experience.
- Complete line of hand and power models, with exclusive features that remain unequalled for years of trouble-free service. Value and performance are unequalled.
- Nationally advertised; hard-hitting sales promotion.

Get the **FULL STORY** on
Eclipse Lawn Mowers

THE ECLIPSE LAWN MOWER CO.

Division of Buffalo-Eclipse Corporation

2304 Railroad Street

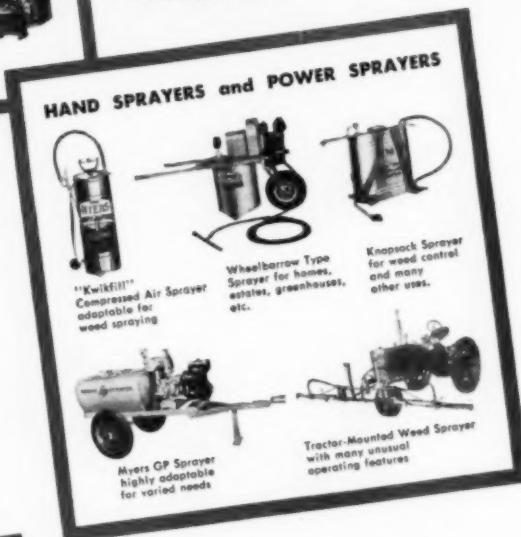
Prophetstown, Illinois



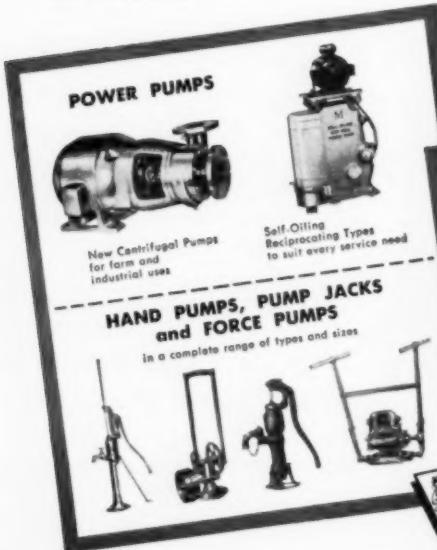
**More to Sell...
in Every Way!**

Myers
**PUMPS, WATER SYSTEMS,
SPRAYERS**

GREATER VARIETY, BIGGER VALUE, nationwide acceptance—it's this triple lineup of sales-winning advantages that keeps more and more new business coming to Myers dealers. No line offers a wider selection of water supply equipment for rural, urban and suburban needs: *Ejector* and Reciprocating Type Water Systems to match all well conditions and volume requirements; Power Pumps, Hand Pumps and Frostproof Hydrants for home, farm and industrial applications; Water Softeners and Conditioners to fit every purpose and purse. And the complete Myers line of Power Sprayers and Hand Sprayers is setting new sales records from coast to coast. Myers builds better products—and backs them up with a merchandising program which doesn't miss a beat—a sales-building formula that never fails! Write for further information.



**Some of the Many Steady Sales Boosters
Quality-Built by Myers!**



THE F. E. MYERS & BRO. CO.
Dept. W-52, Ashland, Ohio

80.000.000

ADVERTISEMENTS

in '51

Right now—the biggest advertising campaign in Millers Falls history is building sales for you

Month after month—millions of eye-catching, hard-hitting advertisements are selling Millers Falls quality and Millers Falls design leadership to your best tool prospects. It's the most extensive campaign Millers Falls has ever launched—backing you with the sales impact of the Saturday Evening Post, "showcase of American business" . . . Country Gentleman, "America's leading farm publication" . . . Popular Mechanics, Popular Science Monthly, School Shop, The Carpenter, Industrial Arts and Vocational Education.

Every day, this powerful campaign is influencing consumers in your community, sparking their desire to buy new tools, creating preference for Millers Falls. Plan now to take full advantage of the sales opportunities it offers you. Display Millers Falls tools on your counters and in your windows. Feature them in your own advertising. We're pre-selling the market. The rest is up to you.

MILLERS FALLS COMPANY • GREENFIELD, MASS.

The Mark of Superiority.





"When it comes to shooting rats, other pests and small game around my farm, give me Peters 'High Velocity' 22's every time."

says N. M. "Newt" Ault,
prominent farmer-sportsman,
Charleston, Mo.



FOR
POWER—
RECOMMEND
PETERS
"HIGH VELOCITY"

Surveys of shooters from coast to coast show that when it comes to ammunition, there's no substitute for power. It's one thing hunters want most. That's why you're right to recommend Peters "High Velocity"—there's no more powerful ammunition in the world.

Stock the Peters

Power-packed Peters "High Velocity" shotgun shells bring down high, fast-flying game. "Rustless" non-corrosive priming • split-second ignition • "Water-Tite" bodies • progressive-burning smokeless powder • uniform shot size and shot count.

Power-Packed Line



Peters "High Velocity" big game cartridges pack smashing power for hard-to-stop game. Uniform bullet expansion, minimum disintegration on impact, maximum striking energy. "Rustless" non-corrosive priming • split-second ignition.



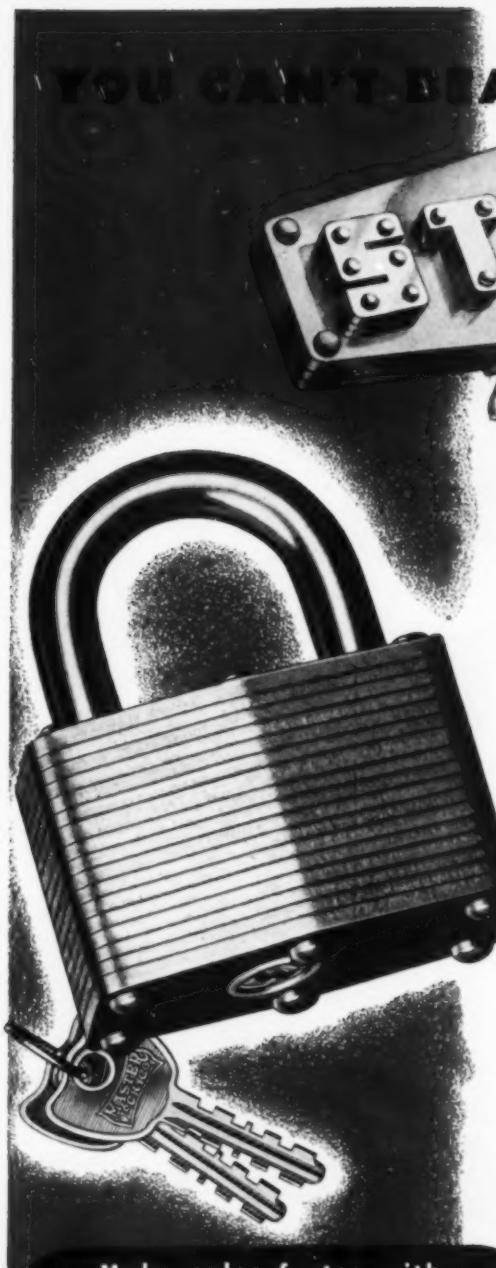
Hard-hitting Peters "High Velocity" 22's are tops for small game and pests. "Micro-Perfect" bullets • split-second ignition • newest smokeless powder • special lubrication to protect rifling • "flat" trajectory • "Rustless" non-corrosive priming.

PETERS *sales*
packs the [^] **power**



PETERS CARTRIDGE DIVISION, BRIDGEPORT 2, CONN.

"Rustless" is Reg. U. S. Pat. Off. "High Velocity" is a registered trademark of Peters Cartridge Division, Remington Arms Company, Inc.



Make sales faster with
Master Padlocks

EVERY ONE AN OUTSTANDING VALUE

Master Lock Company, Milwaukee 45, Wis. • World's Leading Padlock Manufacturers



Wherever maximum strength is needed — in battleship armor or bank vault doors — leading engineers specify LAMINATED STEEL. For years Master has used that same principle to build the world's strongest padlocks. Multiple steel plates — riveted together under pressures up to 300,000 pounds — make Master's case construction the most powerful known.

Your customers can SEE and FEEL this matchless strength. They instantly recognize the extra protection, the extra value. No wonder Master padlocks are sales pacemakers for the independent trade!



H-21

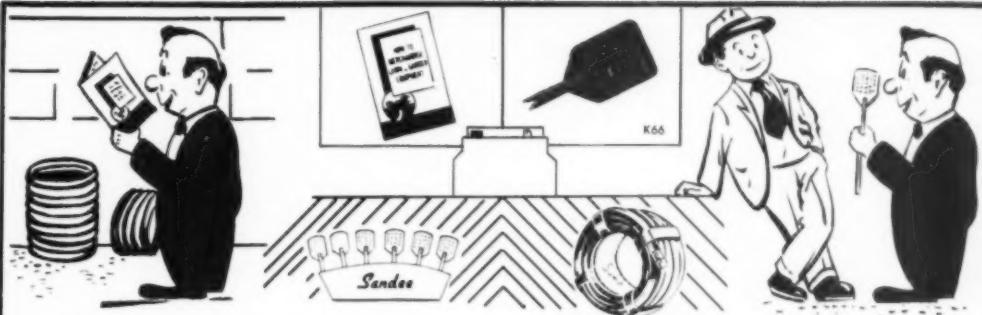
here's a pointer for greater mower profits



Jacobsen-Worthington builds power mowers for every grass-cutting job — side wheel and rear drive reel-type mowers with cutting widths of from 21 to 30 inches . . . rotary disc mowers ranging in size from 18-inch to the multi-acre, 62-inch machine.

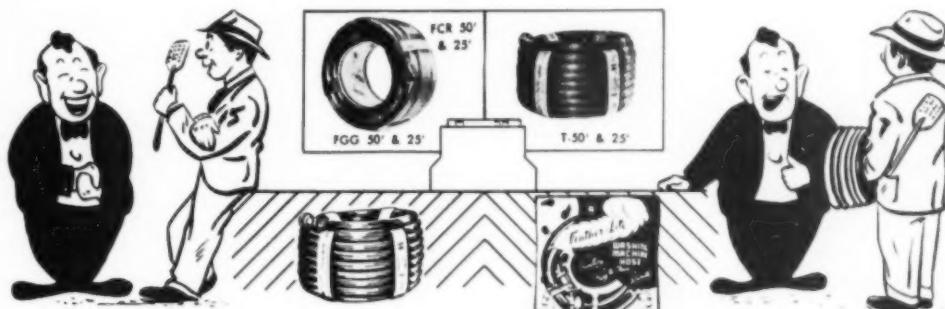
Specialized equipment includes the power lawn edger; power unit with leaf mill, reel mower and sickle attachments; heavy-duty power scythe and a full range of power mower attachments . . . Write immediately for your copy of "The Jacobsen Story."

JACOBSEN MANUFACTURING COMPANY
Racine, Wisconsin



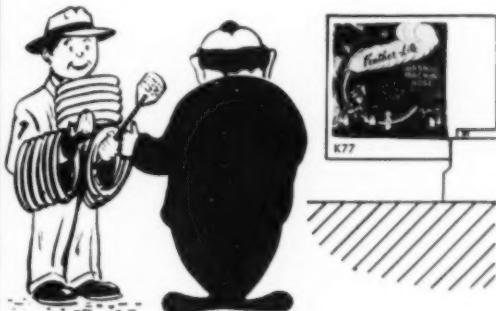
The book says "how to merchandise"
 The book Irv got in the mail,
 It talked circulation, and sale combinations,
 Irv tried it out on a sale.

"Now take this Sandee Swatter,"
 Said Irv to his homeowner friend,
 "Smooth plastic, no-smudge, killing flies is no drudge,"
 With the swatter his sale didn't end.



Irv talked about garden hose problems,
 Of watering, weight, and long wear,
 Of Feather-Lite hose, which his customer knows,
 All vinyl, requires no care.

Then he talked of a vacation cottage,
 A place for relaxing and ease,
 Of Thriftee's low price, for a hose that is nice,
 A sale? Of course, it's a breeze.



5 feet of no-smudge plastic hose now,
 To make your wife's work light,
 For her washing machine, Sandee hose is real keen,
 "You'll take it!" Say, that book is all right!

Make HIGHER MARGINS *Close more sales* Sell the Quality Sandee Line

Irving's got something there! You'll agree, when you've run across profitable ideas in the booklet he read. Just as you'll find the profit margin and quality merchandise you like to handle in the Sandee line. There's big money for you in the complete Sandee line. See your jobber today.

FREE! HOW TO MERCHANDISE LAWN & GARDEN EQUIPMENT

Eight pages of expert advice on store operation. Selling pages packed with new ideas you can put to work quickly.

Get new slants on:

- LEADING YOUR CUSTOMER
- STORE ARRANGEMENT
- CLEARANCES WITHOUT SACRIFICES
- TAGGING MERCHANDISE
- MULTIPLE UNIT SELLING

Improved methods increase your sales

WRITE FOR YOUR FREE BOOKLET TODAY!
 DEPT. 61

Sandee Manufacturing Company

5050 FOSTER AVENUE • CHICAGO 30, ILLINOIS

Introducing

some of the men who make...

Round

SLING CHAINS • RAILROAD CHAINS • BUILDING CHAINS • HOIST CHAINS



RAYMOND L. ROUND

President and Chairman of the Board,
all Round Associate Chain Com-
panies. Grandson of the founder.

CHAIN FOR EVERY NEED!

HOME, FARM, AUTOMOTIVE, INDUSTRIAL...

Throughout its history — since 1869 — the ROUND Chain organization has been continuously and actively operated by practical chain men. Today there are nine ROUND Companies located in strategic U. S. industrial centers. Seven offer chain of every type and size for all home, farm, automotive and industrial uses. Another manufactures the finest in hoists and other materials handling equipment. The ninth ROUND Associate is a quality plating and galvanizing company.

Each firm is managed by experienced, capable executives. Many of these men have grown up in the chain industry . . . possess many years of service in the ROUND organization. Others, younger executives, are graduates of the ROUND training program . . . were carefully schooled in the ROUND organization for their present positions.

We invite you to become acquainted with the ROUND organization. You'll find us a friendly, "eager-to-help" group which will consider it a great privilege to serve you.

A-3895

Round ASSOCIATE CHAIN COMPANIES

THE CLEVELAND CHAIN & MFG. CO.

Cleveland, Ohio

THE BRIDGEPORT CHAIN & MFG. CO.

Bridgeport, Conn.

SEATTLE CHAIN & MFG. CO.

Seattle, Wash. and Portland, Oregon

ROUND CALIFORNIA CHAIN CO.

So. San Francisco and Los Angeles, Cal.

WOODHOUSE CHAIN WORKS

Trenton, N. J.

THE ROUND CHAIN & MFG. CO.

Chicago, Ill.

THE SOUTHERN CHAIN & MFG. CO.

Birmingham, Ala.

THE PLATING & GALVANIZING CO.

Cleveland, Ohio

OHIO HOIST & MANUFACTURING CO.

Cleveland, Ohio

In addition to chain and chain products, Round Associate Chain Companies offer a complete line of modern, soundly-engineered materials handling equipment:

Ohio Hand Chain Hoists (all types) • "Bob-Cat" Electric Hoists • Trolleys • Winches
Crabs • Hoist Chain for all makes and types of hoists

Since
1869



Security in Every Link

sell...maintain the quality of

CHAIN!

FARM CHAINS • MARINE CHAINS • TIRE CHAINS • LOG CHAINS



JAMES W. DICKY

Vice President and Treasurer, all Round Associate Chain Companies. General Manager, The Cleveland Chain & Mfg. Co.



DAVID J. GEMMELL

Executive Vice President and Director of Sales, The Cleveland Chain & Mfg. Co. 33 years in chain industry. 23 years with Cleveland Chain.



W. J. McELROY

Vice President in charge of west coast operations. 33 years with Round. 30 years, vice president and general manager, Seattle Chain.



F. A. DIEL

Vice President in charge of east coast operations. 23 years in chain industry. 20 years with Bridgeport Chain. (17 years as general mgr.)



A. H. LUCHS

General Manager, Round California Chain Co. (Se. San Francisco). 24 years with Round organization. 21 years in So. San Francisco.



J. D. CAVAN

District Manager, Round California Chain Co. (Los Angeles). 14 years with Round organization (8 years with Seattle Chain & Mfg. Co.)



JOHN F. ANSINK

General Manager, The Round Chain & Mfg. Co. 13 years with Round organization. Formerly district manager, Cleveland Chain.



WILLIS J. KEENAN

General Manager, Woodhouse Chain Works. 14 years with Round organization (12 years with The Bridgeport Chain & Mfg. Co.)



A. J. WILLINGHAM, JR.

General Manager, The Southern Chain & Mfg. Co. Graduate of Round training program. 2 years with Southern Chain.



BYRON M. GLAD

District Manager, Seattle Chain & Mfg. Co. (Portland). Graduate of Round training program. 4 years with Round organization.



J. E. RHOADS

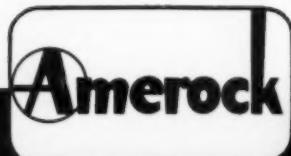
General Manager, Plating & Galvanizing Co. A graduate of Round training program. 2 years with Plating and Galvanizing.



C. J. GERKER

General Manager, Ohio Hoist & Mfg. Co. 22 years experience in wholesale hardware and mill supply industries.

Round - the oldest name in chain

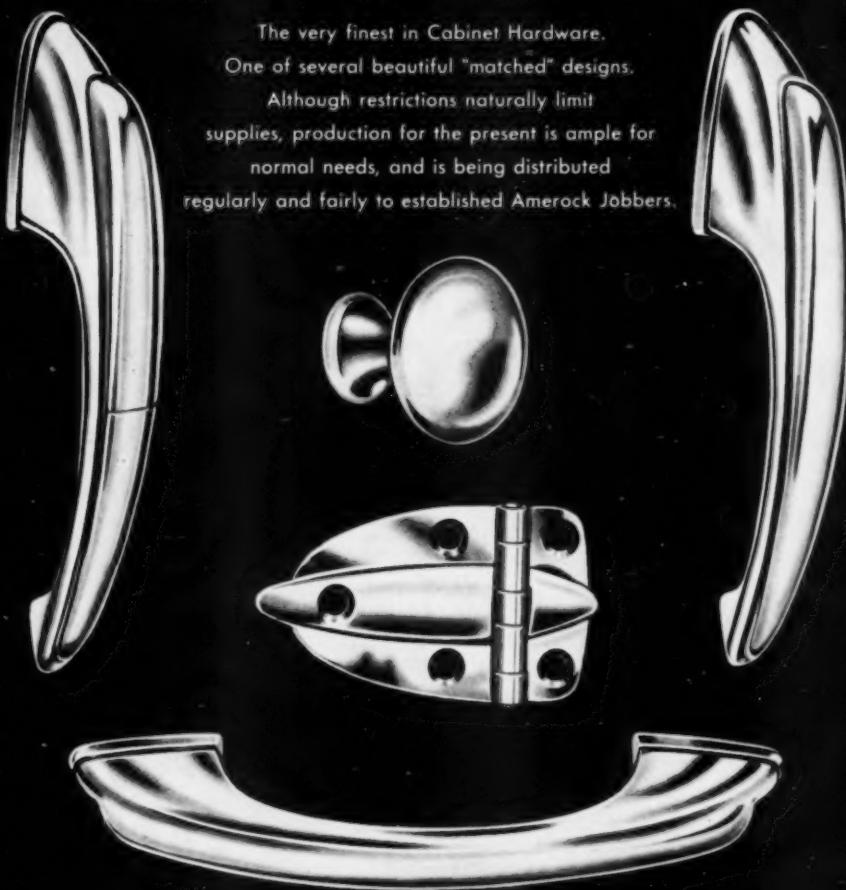


Stratoline

The very finest in Cabinet Hardware.

One of several beautiful "matched" designs.

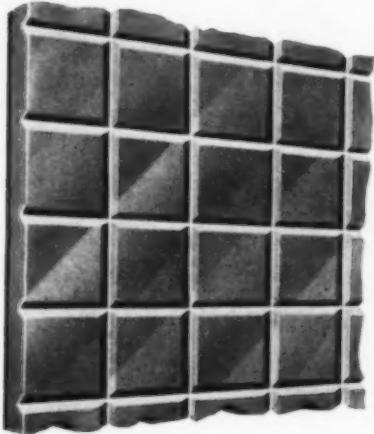
Although restrictions naturally limit supplies, production for the present is ample for normal needs, and is being distributed regularly and fairly to established Amerock Jobbers.



© 1951

AMERICAN CABINET HARDWARE CORP., ROCKFORD, ILLINOIS

STOP LOOK and LISTEN



**remodeling alone
can take carloads!**



**here's what one typical
distributor can tell you**

**SO DO
IT NOW
while
you're on
this page**

it's new...it's different

Miratile Tile Board is new . . . and it is different. The design of the score line is a patented feature. Because of the depth, because of the flare, and because of the width of the score line, Miratile gives you a realistic duplicate of a true tile wall finish. And it's supplied in a range of fourteen beautiful pastel colors, that are as soft and exquisite as real tile itself. Once you see Miratile you'll see the big difference. Why not sell your customers the product that will surely please them. It costs no more and the profit is good.

Customers for Miratile in your own neighborhood and town are potentially about everyone who owns a home, as well as retail stores and manufacturers of many different types of products. Ask for our report . . . "Making Big Money with Miratile". As building materials become harder to get, building money is bound to go more into remodeling. Be ready with Miratile for your share of the sales.

"I used to think tile board was tile board, and never bothered to investigate. But once I saw Miratile I knew I'd been wrong. It's the most perfect duplicate of clay tile I've ever seen. It has none of that painted look and skimpy scoring. Since we've taken on Miratile our sales have increased because we've got something to sell that's truly better . . . our customers know it at the very first glance. And we like the Miratile policy of confining distribution to the lumber and building material dealer field" . . . William Kerfin, President, National Plywood Inc., Chicago, Illinois.

Write for all the facts and samples. If you leave this page, you might forget to come back. Miratile is supplied in all standard panel sizes in four designs . . . Tile Squares, Streamline, Tri-Line, and Plain . . . with a complete line of mouldings and supplies. Also supplied are leather and marbleized tile board panels. **WRITE TODAY.** Exclusive franchises to qualified distributors still open.

**MIRATILE Panels and Mouldings are the Exclusive Products of the Tile Board Division of
MIRATILE MANUFACTURING COMPANY, Inc.
600 West 81st Street • Chicago 20, Illinois**

AMES

Featherlite

SHOVEL

Features

- 1 Blade and front strap a single unit.
- 2 Blade and straps forged from High Carbon Steel.
- 3 Blade and lower section of socket carefully tempered.
- 4 Straps are pre-formed.
- 5 Uniformity in lift and balance of every tool — hang and balance never change. Pre-forming of straps the guarantee.
- 6 Strength comes from its tubular shaped tempered socket filled by handle driven in under great pressure.

Featherlite meets railroad track shovel weight test of 200 pounds.

Ask Your Jobber

Perfect Balance

APPROXIMATE WEIGHT

3 $\frac{1}{2}$ TO 3 $\frac{3}{4}$ LBS.



LIGHTER

STRONGER

PARKERSBURG, W. VA. AMES BALDWIN WYOMING CO. NORTH EASTON, MASS.



INSECT WIRE SCREENING



Bronze and Aluminum Screening both extremely short; Galvanized in somewhat better supply.



Style LX (single-loop) Woven Fence your best bet, along with Woven Flower Bed Border. Style F (double-loop) in shorter supply.



Expect fair service on this product.



Supply picture brightest here.



On all these items, the familiar Cyclone "Red Tag" label stands for the same high quality today that it has indicated for more than a generation. Your customers recognize it, that's why Cyclone Hardware Products are such fast movers. Order what you need for your share of this profitable business.

CYCLONE FENCE DIVISION

(American Steel & Wire Company)

WAUKEGAN, ILLINOIS • BRANCHES IN PRINCIPAL CITIES
UNITED STATES STEEL EXPORT COMPANY, NEW YORK



CYCLONE "Red Tag" HARDWARE PRODUCTS

LAWN FENCE • GATES • HARDWARE CLOTH • INSECT WIRE SCREENING • CATCH-ALL BASKETS • FLEXIBLE STEEL MATS

UNITED STATES STEEL

THIS POWERFUL SELLING DISPLAY IS YOURS WITH BIG HUDSON NEBULIZER DEAL!



Call Your Jobber Today

FREE

This dynamic display
... a real salesmaker
and demonstrator

PLUS

Free Window Signs
Free Sales Literature
Free National Publicity
Free Ad Mats



NEW 4-WAY BETTER Nebulizers are the greatest advance in sprayer history

- **Easier to use**
Velvet action—fewer strokes do the job.
- **Cleaner**
No dripping, no spitting, no mess.
- **Kills More Pests**
20% more knockdown power—25% more kill.
- **Low Cost**
Most economical spray method.



LIFE, GOOD HOUSEKEEPING, COUNTRY GENTLEMAN . . . millions will read about "Fight Disease, Kill Pests" campaign in these great magazines. This is the strongest consumer promotion ever given hand sprayers on a national scale.

H. D. HUDSON MANUFACTURING COMPANY

589 East Illinois Street, Chicago 11, Illinois

SURE AS SHOOTIN', SON,
SAVAGE POWER MOWERS
 HAVE THE FEATURES FOLKS WANT!



Powered by
 BRIGGS & STRATTON
 1.6 h.p. Air-cooled
 Engine

SAVAGE ARMS CORPORATION
 LAWN MOWER DIVISION • CHICopee FALLS, MASSACHUSETTS

These Popular
 Features

SELL SAVAGE



DURABILITY! Savage uses Timken Bearings for precision and long wear. "Sta-Temp" Blades stay sharp longer.



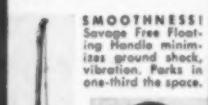
PROTECTION! Savage Chain Drive is totally enclosed, yet easily adjusted.



EASE! Savage Fingertip Controls, conveniently mounted on handle, eliminate tiresome stooping and bending.



SPECIAL! Savage Protective Grass Guards prevent grass from winding at ends of reel.



SMOOTHNESS! Savage Free Floating Handle minimizes ground shock, vibration. Parks in one-third the space.



TRACTOR TREADS! Savage Large Heavy-Duty tires are over-size for longer wear and positive traction on grades.

Price list and other
 SAVAGE features give
 floating and steering
 information.

MIRACLE



backed by powerful consumer advertising they
can add many dollars to your present volume

STAYS BRIGHT WHITE FOREVER

DESCRIPTION: MIRACLE Tub-Caulk dries to a white glossy velvet-like waterproof finish within one hour on any surface. Does not yellow even under continued use of harsh scouring powders, grease, acids, or alkalies. Unlike conventional sealers it contains no lime, cement, plaster of paris, or drying oils . . . it is 100% resin. It will remain elastic, pliable, and sufficiently soft, expanding or contracting with the joint it seals.

AS DESCRIBED IN READERS' DIGEST

DESCRIPTION: MIRACLE Black Magic ADHESIVE is not just "another glue." It is a heavy-bodied solvent-type mastic — black in color as the name implies—which sets without heat or pressure to a strong, lasting waterproof bond. Don't compare Black Magic to any transparent cements, pastes or glues now in your store. It is as different from these as day and night — both in properties and uses. Only Black Magic will do the job permanently — indoors or out.

APPLICATIONS:

Use MIRACLE Tub-Caulk for filling cracks between bathtubs or sinks and walls.



Use MIRACLE Tub-Caulk between window or door frames and tile or plaster walls.



Use MIRACLE Tub-Caulk for sealing channels and moldings which hold tileboard wherever dampness or moisture is a factor.



Use MIRACLE Tub-Caulk for waterproofing around shower stalls.



APPLICATIONS FOR HOUSEHOLD USE:

Use MIRACLE Black Magic ADHESIVE to eliminate drilling — bonds soap dishes, towel racks, etc. direct to tile and other type walls.



Use MIRACLE Black Magic ADHESIVE to fasten rubber gaskets, strips, and bumpers on car doors, refrigerators, etc.



Use MIRACLE Black Magic ADHESIVE to replace loose tiles in walls, floors, mantels, tables, etc.



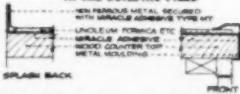
Use MIRACLE Black Magic ADHESIVE to act as a lock-washer or expansion bolt to keep bolts and nuts in place and to stop rattling.



Use MIRACLE Black Magic ADHESIVE to replace mirrors in compacta — bond glass, etc.

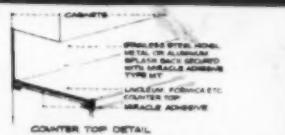
MIRACLE BLACK MAGIC ADHESIVE

IN THE BUILDING FIELD



To bond door saddles and thresholds to concrete or metal floors — also to bond abrasive stair treads without necessity of drilling, use TYPE M.

To attach metal or plastic moulding to sink or counter tops — use TYPE M. To install linoleum on sinks and counter tops or in damp areas — use TYPE P.



To mount nameplates, paper towel dispensers, metal or clay tile — or metal sheeting for splash-backs and table tops, use TYPE M.

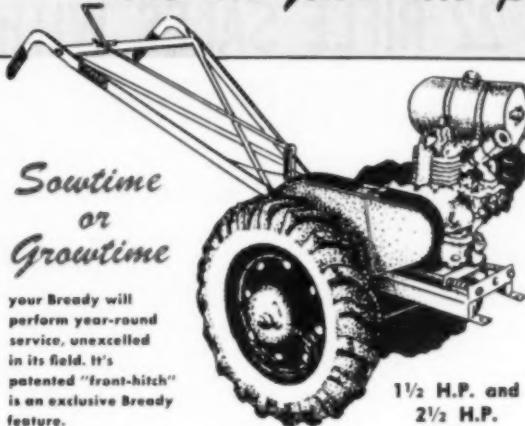
WRITE TO-DAY FOR A FREE
SAMPLE OF NEW MIRACLE
WALLBOARD CEMENT

214 EAST 53rd STREET • NEW YORK 22, N. Y.

REGISTERED BY MIRACLE ADHESIVES CORPORATION
501 U.S. PATENTS 3,900

BREADY

the all year - all purpose



*Sowtime
or
Growtime*

your Bready will
perform year-round
service, unexcelled
in its field. It's
patented "front-hitch"
is an exclusive Bready
feature.

1½ H.P. and
2½ H.P.
Models

The Bready's big 1½ H.P. Briggs and Stratton motor
plus the exclusive front-hitch actually give 30% more power
AND traction — and greater economy cannot be found than
the Bready's use of only one gallon of gasoline in five hours!

- A BOY CAN DO A MAN'S
WORK WITH A BREADY—
YOU SIMPLY GUIDE IT,
IT DOES THE WORK!

Dealers! King Hardware is now distributor of the
Bready Garden Tractor for North Carolina, South Carolina,
Florida and Georgia, with a few dealership franchises still
open. Write us for full particulars.

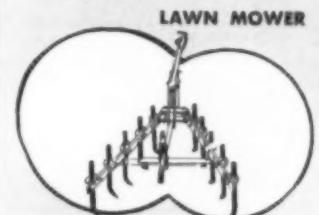
KING HARDWARE COMPANY

490-510 MARIETTA STREET, N. W., ATLANTA, GEORGIA

GARDEN TRACTOR



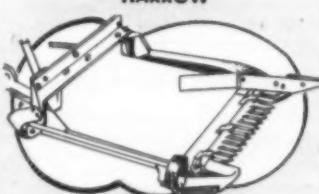
PLOW



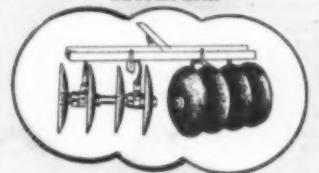
LAWN MOWER



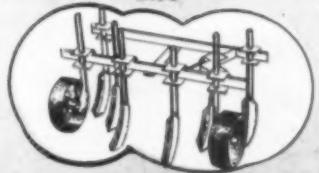
HARROW



CUTTER-BAR



DISC



CULTIVATOR



BRIDGEPORT,

Remington Dealer Letter



CONN.

INCREASE YOUR 22 RIFLE SALES WITH THIS SIMPLE DEMONSTRATION

In a few minutes you can convincingly demonstrate any of the Remington "500 Series" rimfire rifles listed below. It's fast and easy. But more important—it's a proved sales maker! Try it on the next 22 rifle prospect who comes into your store. The way this sales demonstration turns shoppers into buyers will amaze you.

Here's what you do. When a shooter asks to see a 22 rifle hand him one of the Remington "500 Series." Then tell him it has a few features he might be interested in.

Handle it something like this. Ask him to open and close the bolt. "Smooth, isn't it? That's because *this* rifle has double cams—like all the expensive rifles." Point out the rifle is now cocked. "As you opened the bolt, the rifle cocked itself automatically. Some 22's must be cocked by hand."

STREAMLINED BOLT



Ask the customer to hand back the rifle. Remove its bolt. (Easily done by pushing safety to "off," depressing trigger and pulling bolt handle back.)

"Notice the bolt's streamlined design. It is made of durable heat-treated case-hardened steel."

SEPARATE EJECTOR



Replace bolt and point out to the customer that this rifle has a sturdy, separate ejector.

FIRING PIN INDICATOR



"Another nice feature of this rifle," you continue, "is its firing pin indicator. It pops out when the rifle is cocked, disappears when you fire. You always know when this rifle is cocked." Pull trigger to show how firing pin indicator goes into bolt. This safety feature deserves special emphasis when your customer is shopping for a rifle to give a beginning shooter.

SMOOTH TRIGGER PULL



"Notice, too, what a clean, crisp trigger pull it has. And the trigger itself is corrugated, so your finger can't slip." Work the action, and pull the trigger. Hand the gun to your prospect so he may do the same.

MODERN BOLT HANDLE



Ask customer "have you noticed the streamlined bolt handle? See what a low upturn it has. If you ever want to mount a scope on this gun it can be done easily—without any alterations."

"Try the rifle for balance. Feels right doesn't it? Heavy enough to hold steady but not so heavy as to be awkward. You'll enjoy shooting this gun for years to come."

Now it's up to your customer. But if experience means anything, a demonstration like this—adapted to suit the buyer—will sell more rifles for you. Give it a try.

More shooting fun per dollar . . . and you can prove it!



MODEL 510A (illustrated) single shot retailing at \$23.05*

MODEL 511A bolt action repeater \$27.65*

MODEL 512A tubular magazine repeater \$32.30*

MODEL 5135A racy, repeating sporting arm \$57.05*

MODEL 513TR fine target rifle \$65.25*

MODEL 521T low-priced target rifle \$42.70*

*prices subject to change without notice

Southern HARDWARE

Hardware and Allied Lines—Farm Operating Equipment

Vol. 120

April, 1951

No. 4

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ANNUAL SUBSCRIPTION—\$1.00

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Published Monthly by

W. R. C. SMITH PUBLISHING COMPANY
116 E. Crawford St., Dalton, Georgia, and Atlanta, Georgia

ALL MAIL TO:

Editorial and Executive Offices

806 Peachtree St., N. E., Atlanta 5, Georgia

Publishers Also of

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SOUTHERN HARDWARE for APRIL, 1951



Customers want a heater
they can depend on.

Royal answers this with a
CAST IRON LIFETIME BURNER!

• The Royal 1960
Vented Circulator
is a sure-fire
winner. Built around
the Royal Lifetime
Burner, this heater
comes equipped to
do the best
gas space heating
job money can buy.



THE ROYAL 1960

Available in 20,000, 40,000 and 60,000 B.T.U. sizes without radiants and 40,000 and 60,000 B.T.U. sizes with radiants. The latter models have Pyrex glass fronts to allow complete vision of glowing radiants.

Available on all models above is a 100% Safety Pilot, thermostat and the Robertshaw-Grayson Uniflame safety pilot and thermostat at extra cost.



MODEL NO. 202-A

Now! Two models of the
Royal Gas Wall Insert Heater!

This is the same 8,000 B.T.U. wall insert heater that has met with such outstanding sales success. Now a new model is added (15 1/4" overall front width) to give you a choice of sizes. Special feature of heat directing louvers—heat goes out into room—not up the wall. Beautifully finished in either white or chrome. Louvers and inner unit made of Armaco Aluminized Steel—rust resistant. All Royal gas wall insert heaters are shipped with three orifices for natural, manufactured or LP gas.

WRITE FOR CATALOG SHEETS TODAY. We will gladly give you additional information and name of your nearest Royal distributor.



All Royal Heaters Approved by A.G.A.

For Natural, Manufactured and LP Gas.

CHATTANOOGA IMPLEMENT & MANUFACTURING CO.

CHATTANOOGA 6, TENNESSEE

Quality Since 1891

"Easy to Handle is My Big Story About **LUMITE™**"



Says Mr. WILLIAM (BILL) FORD

owner of Ford's Builders Supply Co., Pasadena, Cal.

**Tell the story
and watch
it sell!**



"Here's my best sales-clincher: I actually *prove* how easy Lumite saran screen cloth is to handle. I hand a whole roll of Lumite screen cloth to my customer—to let him see how light it is. I run my finger along a "raw" edge—to let him see that it doesn't cut my finger, as other kinds of screening would.



"This little demonstration makes a customer realize how really different Lumite saran screen cloth is!

"It paves the way for a ready acceptance of the other great sales points: rustproof, non-staining, longer-lasting.

"It paves the way for a *sale*!"



BIGGEST STORY IN SCREENING

Most convincing . . . sales making . . . profit-making screen cloth story ever told—and here's the story in a nutshell:

LUMITE
SARAN SCREEN CLOTH



STOCK UP NOW for '51 sales . . . Lumite is distributed through hardware, lumber and building supply wholesalers. For FREE sample and further information write . . .



RUSTPROOF!

That's why it's Stainproof, Long-lasting, never needs protective painting.

LUMITE DIVISION, CHICOPEE MFG. CORP. OF GEORGIA, 40 WORTH STREET, NEW YORK 13, N. Y.

SOUTHERN HARDWARE for APRIL, 1951

A CONVINCING STORY - IF IT'S TOLD

WHY try to sell me on the advantages of our free enterprise system?" a reader asks. "I don't need to be sold. As a business man I'm naturally opposed to a socialistic state."

Such comment is to be expected. Why, indeed, should much space be devoted to this subject in a business magazine? It's like "carrying coals to Newcastle." Or like preaching the evils of non-observance of the Sabbath to a congregation of people who attend church services regularly.

There are few if any readers of this publication, it may be assumed, who are adherents of Marxism, who favor more government controls and less freedom for the individual, or who need to be "sold" anything in the way of ideas on political economy.

But behind the counters in our stores and shops and at the desks in our offices are people who are susceptible to the lure of socialistic propaganda. And entering these stores and shops and offices each day are others who favor the welfare state.

So perhaps we all need to be reminded, occasionally, of the opportunity and the obligation to tell the economic facts of life to our employees and to others with whom we come in contact each day.

We need to do this, for one thing, just to counteract the propaganda which we help to pay for—the publicity and news releases emanating from various government agencies.

It is estimated that government "intelligence" reports cost the taxpayers of this country somewhere between one and two hundred million dollars annually. Much of it is pure propaganda. Often it is designed to sell socialistic ideas. The Department of Agriculture has devoted much effort to trying to put over the Brannan farm plan. The Federal Security Agency has been largely responsible for the effort to sell us on socialized medicine. Other government agencies are grinding out publicity on the need for more Federal power projects, more Federal Housing, more government controls over rents, wages, working hours, prices.

Instead of confining their attention to administering the controls already intrusted to them, such agencies often devote much of their time and

effort—and the taxpayers' money—to trying to convince the public that they are not only necessary but should expand, add more personnel, assume more duties and responsibilities.

Civilian employees of the Federal government, increasing at the rate of more than 2,000 a day, now total more than 2 1/4 million—as compared with less than a million prior to the last war. With their families they can be, and doubtless are, a most potent factor working for the maintenance and expansion of government controls.

In the face of the propaganda broadcasted by some of these government agencies and the political pressure exerted by their employees, what chance is there to maintain our free enterprise system—or what is left of it—unless business men generally become active, vocal exponents of this system?

We have such a wonderful story to tell, if only we will tell it! The story of an America whose wealth and per-capita production far surpass that of any other nation. The story of

an America which built upon the solid foundation of our free enterprise system, is now a mighty fortress protecting all the free people of the world against communism.

In striking contrast, there is the pitiful story of what can happen to such a fortress under socialistic control. For as is well known, Great Britain, after five years of socialism, is reduced to such "austerity" as was not known even during the dark days of the war. The food ration includes one egg per person per week. Stocks of many raw materials are at dangerously low levels. Railroads have operated far in the red ever since they were nationalized.

And there is the convincing story of what happens in this country, when government takes over the functions of private business enterprise. As in banking, for instance, as exemplified in the scandalous lending operations of the RFC.

You, the readers of this page, are aware of these facts, of course. But are you doing your part in telling the facts to your employees and to others with whom you come in contact? Let's all jump in the fight to keep the stars and stripes from being replaced by the banner of the welfare state.



How DIXISTEEL fence is made...



Has much to do with the way it sells

For fifty years Atlantic Steel Company has held to the principle that the first essential to any sale is the quality of the product itself.

That's why such painstaking care is taken with each step in the manufacture of DIXISTEEL products—from the molten open hearth steel to the finished fence, barbed wire and nails you sell.

You can sell DIXISTEEL products with full confidence because the men who *make* them and those who *use* them know they are good.

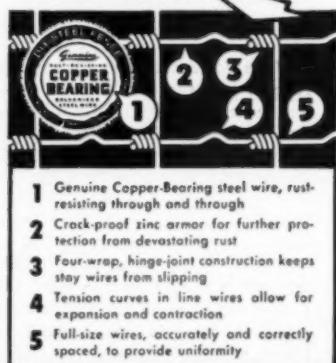


DIXISTEEL

FENCE • BARBED WIRE • NAILS

ATLANTIC STEEL COMPANY • ATLANTA, GEORGIA

Sell The Fence That Has All 5 Features



- 1 Genuine Copper-Bearing steel wire, rust-resisting through and through
- 2 Crack-proof zinc armor for further protection from devastating rust
- 3 Four-wrap, hinge-joint construction keeps stay wires from slipping
- 4 Tension curves in line wires allow for expansion and contraction
- 5 Full-size wires, accurately and correctly spaced, to provide uniformity

It's Time to
FACE THE FACTS

The nation's gradual journey into socialism can be thwarted only by alert citizens who use the power of their votes to eliminate the evil of political irresponsibility



DEAR MR. HARDWARE MAN:

Members of the industry of which you are a part—retailers, wholesalers, manufacturers — are generally recognized as good citizens. No finer tribute can be paid a man. The term implies alert and active interest in the welfare of one's community, state and nation, as distinguished from playing politics.

There's a difference, you know. It signifies a will to preserve for oncoming generations the freedom that has brought us happiness, progress and plenty.

Today the very life of America and the peace of the world depend upon the prompt and concerted action of good citizens throughout this land of ours. Hence this letter.

It's time to look facts in the face. This talk about "police action" in Korea is political, yes criminal poppycock. America is at war and soft soap doesn't make it less deadly. Already Red China has come belligerently into the bloody fracas. Russia, daddy of communism, is poised, ready to strike at the opportune time. Then, if that materializes, World War III, a global struggle to the death—may be the death of civilization.

We have full confidence in the genius of America's military minds and in the courage and stamina of our fighting forces. And full backing at home—physical, financial,

By Fred C. Barksdale
President, Southern Wholesale
Hardware Association

moral—must and will be forthcoming without stint, of course. *We've got to win this war.* An ugly picture, you say? To be sure.

But listen: Military victory will be hollow and meaningless and G. I. legions will have suffered and died in vain if we fail to recognize and defeat a greater danger that is just ahead.

A sinister threat to the freedom upon which our nation was built has been developing here at home for 18 years. It has saturated the very fabric of our government and its fuse is burning short. The present war is but one of its deformed, illegitimate offspring. It is the basic cause of our present plight. It has stretched our national economy beyond the point of safety. It is the illness from which we as a nation are sinking materially, politically, morally.

Let's look straight in the face, the hideous fact that the greatest danger that threatens us today is socialism, a foul-smelling restroom on the road to communism.

Too many of our people have been immunized to its poisonous stench by an epidemic of vote-catching schemes and handouts disguised as "social benefits." They

have been lulled into stupified complacency by continued promises of something for nothing.

Our trend toward socialism didn't just happen. It couldn't have come over night. True to tradition and according to plan it came by stealthy and soothing piecemeal processes. But it was no surprise to those at the throttle of our government.

Maybe you overlooked some of the statements attributed by Clover business letters to some of the higher-ups since 1933. Here they are:

Tugwell, Governor of Puerto Rico: "It has already been suggested that business will logically be required to disappear. This is not a statement for the sake of emphasis. It is literally meant."

Berle, Assistant Secretary of State: "The government will gradually come to own most of the production plants of the United States."

Porter, of the former War Production Board: "All owners of stocks, bonds, mortgages, land, buildings or equipment will be required to surrender them in return for commonwealth bonds."

Olds, Federal Power Commission: "Ownership will become more and more divorced from any active part in the business of society. The owners will cease to be necessary."

Durr, Federal Trade Commission: "The government will provide the market, say what and how much is to be produced."

And the alarming statement of Blanchard, of the State Department: "Having once captured the government and shelved the Supreme Court, we socialists would nationalize as many large industries as we could chew. We would do it peacefully if possible and otherwise if necessary."

Then Harry Hopkins capped it all with, "People are too damn dumb to understand."

Time to Fight Back

A disgusting philosophy any time. But it is more difficult to combat when political integrity and official conscience are at a low ebb in our country and of official cynicism so brazen. It sounds the death knell of our cherished freedom unless good citizens accept the challenge and fight back.

Fulton Oursler pictures well our plight in "The Twilight of Honor" when he says: "Never before in America has official conscience fallen so low or official impudence grown so brash; and never before has public apathy seemed more profound."

May I illustrate? Public indignation made only puny response recently when the toleration of 91 perverts in the State Department was revealed. It seemed that continued official misconduct and long bombardment by dishonest propaganda had shocked public conscience into resigned acceptance of a decayed concept of official responsibility.

The cynical "red herring" attempt to dismiss treason charges against Alger Hiss almost succeeded.

The flight of a vice-president, even when gasoline was rationed, to the funeral of a convict political racketeer brought only a shrug from the public and promotion later to the highest office in the land.

General Vaughn is still the President's military aide in spite of his exhibition of a depraved concept of official morality and dignity.

It's later than you think, Mr. Good Citizen. Only a few more steps and we go right into all-out socialism. Our fast-expanding public debt is already 256 thousand million dollars (sounds more real than glib reference to a few billions, doesn't it?). The menace of

war accelerates its growth. And believe it or not, the so-called "defense budget" of 71 thousand million dollars for the next year provides for socialized medicine, the Brannan farm plan, federal aid to education, F. E. P. C. and other non-defense socialistic activities. And "I'll dare you to cut it" says a presidential threat to Congress.

Sixteen or more proposed "Valley Authorities" would gobble up the power industry. Government plans openly espouse nationalization of building and real estate, banking, farming, steel, medicine, education. Commerce in general—manufacturing, marketing and even services—is already being devoured by tax-free co-ops. Just who will pay the cost of government when they take over has never been explained.

Think, Mr. Good Citizen. Every day we are working out improved practices and methods that we may keep in step with the march of progress.

Doctors engage in extensive research and keep in touch with discoveries of science to improve the comfort and health of our people. Lawyers strive to keep informed on the multitude of laws daily going into effect to protect the sovereignty of the individual. Manufacturers and merchants and farmers install modern equipment for greater efficiency and safety.

These are the normal and ever-present problems in the constant effort to give improved service

and better values and more comforts and greater protection to mankind. The incentive? Why, the right to reap a more bountiful harvest of the fruits of our own efforts, our talents and our investments, of course. Human effort and incentive go hand in hand.

That is competitive free enterprise at work—the system that has made America the envy of the rest of the world. That is what we call "The American Way." Freedom to plan and freedom to put plans into working practice, freedom to think and say and do what one pleases except to encroach upon the freedom of others. Freedom to build for the future security of our families. These are the economic vitamins that stimulated the development of America into the mightiest nation on earth.

While foreign countries plead for help to feed their starving people, those able and willing to work in this land of ours hardly know the meaning of the word "want."

Socialism at Work

But while we strive to build an even greater future, socialist termites eat dangerously at the very foundation laid by the architects of our American constitution.

So what? Here's what. The constitution must be preserved if we are to continue to build and prosper and be happy. Time is running out but there's yet an oc-

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"Once aroused, they will do the rest."

Again we face that tough **LOCATION PROBLEM**

By **Dean S. Paden**
President, King Hardware Co.
Atlanta, Georgia

THAT troublesome wartime problem of allocations again confronts the wholesale hardware trade.

To help determine the importance of the problem, I asked our buying department to prepare for me in mid-February, three lists of merchandise as follows: First, a list of those items which we already were allocating or which should be allocated immediately. Second, a list of those items which they believed would be in such short supply by June or July as to require some definite action on our part to see that they are distributed equitably. Third, a list reflecting their ideas as to additional shortages which might be expected in the third quarter.

That first list includes such items as nails and other wire products, screen wire, wire fencing (except lawn), black and galvanized pipe, auger and expansive bits, saw bits, certain items in saws and hammers, bibbs (hose and plain), faucets, hose nozzles, certain clocks, watches, copper-bottom kitchen utensils, paint brushes (long pure bristle); electric refrigerators, irons, mixers and percolators; certain items in guns and rifles, trowels—some two dozen different items and lines, in all.

The second list, merchandise expected to require allocation by June or July, is much too long to reproduce here. It includes approximately a hundred different items and lines — guns, ammunition, tools, appliances, and many others of our most important volume-building lines. As for the third list, which of course represents pure guesswork, that includes an additional fifty items and lines, such as garden tools, bicycles, rope, twine, heaters and

ranges and similar merchandise.

If our buyers' analysis of the situation is even approximately correct, we obviously have an immediate problem of allocating scarce merchandise and it will become of increasing importance during the next several months.

In approaching this problem we shall probably have to concede that there is no one plan or formula for allocating scarce merchandise which can be used successfully by all hardware wholesalers alike. There are too many differences in wholesaler houses and their operating methods to expect that.

Some wholesalers sell primarily to the larger retail stores while others cater principally to the middle-size or small outlets. Some are primarily and almost entirely in the hardware business; while others, in addition to hardware, solicit business on major appli-

ances, furniture, sporting goods, plumbing, electrical, or automotive supplies. Some may confine their sales almost entirely to the retail hardware trade; while others, handling many lines other than hardware, are selling to many different types of retail outlets.

Then, too, there are differences in operating methods as well as in sales policies. Most wholesalers ship their merchandise by public carrier, but some make their deliveries by chartered truck or by their own private trucks. Some have no sample or display rooms, while others maintain open show rooms where for years their customers, and customers' customers, have been welcome. Still others have opened their show rooms to dealers only, and not to the dealers' customers. And there are some who do not encourage dealer visits to their warehouses but try to hold the dealer at the call coun-



ter or at the desk of the house salesman.

In view of these and other differences, there is of course no one plan which will work equally well with all wholesalers.

During the last period of merchandise shortages, it seems that most hardware wholesalers placed the primary burden of determining individual dealer allocations on the shoulders of their traveling salesmen. The reason is obvious: it is because the salesman knows more about the needs of his territory and the stocks of his dealer customers than could possibly be known by anyone in the headquarters offices.

It is always apparent in a period of merchandise shortages that not all scarce items are equally scarce with all dealers. Some will have for sale openly, items which others are trying frantically but unsuccessfully to secure. This is one reason why allocations can probably be best handled by the traveling salesmen under the supervision of the sales manager, rather than by allocating the merchandise direct from the central office. The salesman can see and check the dealer's stock, and where he has several scarce items to allocate, he can see to it that they are needed most.

It is also my impression that in a general way, at least, most wholesalers have allocated scarce merchandise among their salesmen on the basis of individual sales during a selected base period. (Yet, I know of one wholesaler whose policy was to divide all critical items equally among his salesmen, and he says that this worked out very satisfactorily for his house.)

Even though it may be left primarily to the salesman to allocate scarce merchandise to his dealer customers, the house is likely to keep a pretty close check on the kind of job he is doing. This is possible because wholesalers' central-office records usually include total annual sales to each dealer for a number of years. In addition, many have these totals broken

down into classifications of merchandise, with some going into considerable detail on lines and even items.

Also, of course, every wholesale house has records showing each salesman's annual volume; while many have these figures broken down by major departments, and some by individual lines and items for each salesman just the same as for the individual customers. Then, too, many wholesalers keep a running monthly record of sales in each territory, covering the major lines and items handled.

Such records enable a sales manager to make fair allocations among the salesmen and to check on allocations made by the salesmen to their customers.

Yet, problems will arise which can't be solved by the method outlined. For instance, it frequently happens that the shipment re-

In the first step, division of scarce merchandise among the salesmen, we can pretty well follow some predetermined formula. But in the second step, allocation to individual customers, no fixed pattern can be set up, and it must be left pretty much to the salesmen to divide the critical items in accordance with his customers' needs. Not all salesmen will do an equally conscientious job, but we believe most salesmen did a good job of allocating scarce merchandise before, and will do so in the future.

Of course, a salesman is likely to be influenced to some extent by his experiences of preceding months or years, in dealing with his various customers. He may, somewhat automatically, classify his dealers into several groups.

The first group may include the larger dealers who are always glad

to see the salesman, usually have a nice order for him, and who try to give him a reasonably good "break." In this class also come the smaller dealers who have shown a definite preference for this salesman and his house as their source of supply. And this class may include other

"good accounts"—dealers who are not unduly friendly, who must be sold, but from whom the salesman may usually expect a reasonably good volume.

Then there may be a second group—the accounts which represent a constant struggle to maintain satisfactory relationship and a profitable volume of business.

And there's likely to be still a third and lower ranking group—the dealers who definitely indicate a preference for another salesman or house, who will buy only specials, who are given to complaining about prices or service, or who seem to use the salesman and his house purely as a matter of convenience.

It is only to be expected that in his allocations of merchandise the salesman is likely to give more consideration to customers in the first class, while those far down

With NPA orders curtailing the use of various metals in civilian products, the problem of allocating scarce merchandise again arises to perplex the hardware wholesalers. This thoughtful study of the problem will be of interest to all branches of the hardware trade. It indicates why voluntary rationing is the only practical solution to this important problem confronting the trade

ceived from the factory is so small that it is not feasible to divide it among any considerable number of salesmen. In such case the sales manager may allocate the entire shipment to one or a few salesmen; then as more shipments are received from the factory he goes down the list, dividing the merchandise among the salesmen until he has taken care of all of them.

Then, too, any plan must be somewhat flexible to take care of changing conditions — for which reason it may not be desirable to allocate a full 100 percent of a scarce item. Instead, it may be best to allocate, say, up to some such figure as 90 percent, holding the remainder to take care of changes since the base period, such as a shift in the population or the development of defense industries in some portion of the distributor's territory.

on the list may not fare so well.

Then, too, the way various dealers tackle the problem of buying critical merchandise is a factor. Some are quite aggressive in their demands on the salesman and his house. Others will simply tell the salesman that they expect to be treated fairly and that they will appreciate all the help the salesman can give them in keeping up their stocks of scarce merchandise.

The aggressive buyer may, for a time, get more than his share of the scarce items—but not for long. If he becomes more demanding, and shows less interest in regular merchandise, the salesman may come to dread the visits with him, or may stop calling altogether.

In any event, the salesman will soon realize that he owes a real obligation to the dealer who is trusting him. And in the long run this dealer is likely to fare just as well as, and perhaps better than, the buyer who is quite inconsistent in his efforts to get a big allotment of scarce merchandise.

But regardless of the salesman's likes and dislikes, his preferences and his prejudices, the combined efforts of the salesman and his house are likely to result in a pretty fair division of critical items among his customers.

Under any method of allocation through salesmen to dealers, there is the danger of giving undue preference to larger stores and penalizing the smaller outlets. Some wholesale houses try to solve this problem by limiting the amount of certain merchandise that may be given to any dealer—which, in effect, would give all stores the same amount, regardless of their size. In such case the larger store may be penalized in favor of the smaller one. But by keeping a reasonable balance between items allocated and items sold on limitation, the wholesaler can give adequate attention to the needs of the larger retail outlets, at the same time protecting the stores which are so small that they do not furnish much volume to any wholesaler.

During a period of merchandise shortages the wholesaler operating a closed warehouse will run into difficulties—but that is equally true with the wholesaler operating an open warehouse. When one of the distributor's good customers wants to go through the warehouse and this privilege is denied



Checking an order of allocated merchandise

him, he is likely to feel resentful. Or if the wholesaler makes an exception, other dealers are likely to find out about it and feel that they have been discriminated against.

On the other hand, difficulties will arise where a wholesaler permits customers to go through his warehouse during a period of merchandise shortages. In such case a dealer will usually see items in the warehouse which he needs badly, and is likely to offer some pretty convincing arguments as to why he should have some portion of this scarce merchandise. If he doesn't get it he will be resentful. While if the sales manager makes an exception in this case and lets the dealer have scarce items which have not been allocated to him in the regular way, the news will leak out and others may be expected to "put the heat on" to get more than their share.

It takes a lot of moral courage and fortitude on the part of the sales manager to operate either a closed or an open warehouse without serious difficulties during a period of merchandise shortages. But there will be less trouble if one has an established policy and sticks to it.

After a plan of allocating scarce items has been worked out, it is still necessary to determine the mechanics of the plan—just how

the merchandise is to be handled.

First, it is obvious that the sales manager will escape a lot of grief if he can get the allocated merchandise out of the warehouse quickly. This is particularly true if the merchandise is bulky or is easily recognized by the salesman, his visiting customers or his call customers. On bulky items, if allocations can be made from the factory invoice so that orders are back in the office when the goods arrive, the entire car or shipment can be handled from the platform at a saving of both expense and trouble.

Unfortunately, factories have a tendency to fall behind with their billings, which means that critical merchandise often arrives without notice and prior to the invoice. In such case, where the distributor operates an open warehouse, he must either get the merchandise behind lock and key or fight off demands that may be made by either his salesmen or his customers.

Distribution of shelf hardware and other small items is much simpler. Various plans were used during the last period of shortages. Most distributors had incoming shipments of these small items sent directly from the receiving department to some room which was kept locked and in charge of one

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Eliminating Guesswork from



Mr. Mann

Wholesale Management

By O. H. MANN

Vice Pres. & Gen. Mgr., Higgenbotham-Pearlstone Hardware Co., Dallas

FOR 18 YEARS we have been using a system of daily, weekly and monthly accounting reports that I consider invaluable in a wholesale hardware operation because these reports keep me constantly informed of the condition of our business.

If our sales are falling off, for example, in general household goods, I know it by the end of the month and don't need to wait until the end of the year when it is too

late to correct the fault.

Through the medium of these reports I know by the end of each month, too, what our inventory is in heavy hardware; and I also know at each month-end what our purchases have been in guns and ammunition. Furthermore, I know for any given month what our gross profit has been in general household goods, to repeat an illustration, and the per cent of that profit. And I know in June, for

example, what the total sales for the year have been, the gross profit and the per cent of profit in various classes of merchandise handled.

This information comes to me on a standard, printed form, 8½ by 11 inches, with one copy each month for sales, inventory and purchases, and it is made possible by departmentalizing the business, for the sake of bookkeeping, as shown in the sample form reproduced herein.

Devising this procedure required quite a bit of study and hard work, but it has paid off handsomely and I am frank to say that I would not attempt to run a wholesale hardware business without this system. It is my own brain child and results from the fact that my hardware experience includes considerable service as a bookkeeper.

When I took over as general manager of our business in 1931, our condition was not anything to brag about. And I was under the distressing handicap of being unable to put my finger on the

WEEKLY REPORT	
HIGGENBOTHAM-PEARLSTONE HARDWARE CO. WHOLESALE	
Dallas, Texas.	
TOTAL SALES	
Country Sales	\$
City Sales	\$
TOTAL SALES	\$
SALES FOR THE WEEK	
Country Sales	\$
City Sales	\$
TOTAL SALES FOR THE WEEK	\$
BANK BALANCE	
First National Bank	\$
Republic National Bank	\$
Mercantile National Bank	\$
Outstandings end of month	\$
Collections to date	\$

DAILY REPORT	
HIGGENBOTHAM-PEARLSTONE HARDWARE CO. WHOLESALE	
Dallas, Texas.	
TOTAL SALES	
Country Sales	\$
City Sales	\$
TOTAL SALES	\$
SALES FOR THE DAY	
Country Sales	\$
City Sales	\$
TOTAL SALES FOR THE DAY	\$
BANK BALANCE	
First National Bank	\$
Republic National Bank	\$
Mercantile National Bank	\$
TOTAL	\$

Left: daily and weekly sales reports give a running account of the day to day operation of the business. These reports are highly valuable in that lagging sales can be detected immediately and proper remedies applied to those departments whose sales are falling behind

trouble spots. All the statistics of the business were available to me, of course, but it was almost impossible to get any tangible information out of a mass of figures.

So I began studying the situation and burning midnight oil and, finally, I could see no reason for not breaking the business up into 14 departments as shown by the form, with hundreds of items grouped under one department.

These departments were logically set up in groups of related merchandise with most departments getting a two-initial designation, in which the second initial has the principal significance, as can be recognized by comparing the two-initial designations with the descriptions of merchandise included.

It will be noted that the initials A, B, C and D each appear three times, in most cases with companion initials. But in compiling the summary at the extreme left side of the form to show sales, gross profit and per cent of profit to date, only the first initial of the department designation is used. Therefore, the summary at the left shows totals for departments by groups of three, and related groups of merchandise therein, under the designations starting with A, B, C and D.

Customarily these three monthly reports come to me on the 28th day of each month. The information contained in them is so significant and so compact that I am able to make a written monthly report to my directors on the following

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SUMMARY		NET SUMMARY		Date	JULY, 1950	10
Department		Sales	Profit			
A	AG	\$4,194.19	12,741.11	15.45		
AG, AW, AP	AW	\$4,614.21	6,934.14	15.72		
AG, AW, AP	AP	2,808.70	325.81	15.00		
AG, AW, AP	BB	12,112.58	2,160.52	17.08		
AG, AW, AP	BB	22,564.15	2,677.15	12.71		
AG, AW, AP	BB	862.00	208.30	21.18		
AG, AW, AP	C	20,212.00	3,106.31	15.40		
Furniture						
AF, AS, AR	CF	7,337.49	2,125.05	19.84		
AF, AS, AR	CR	2,140.25	1,283.11	14.65		
AF, AS, AR	TOTAL					
AF, AS, AR	D	34,212.35	3,874.89	15.70		
AF, AS, AR	DA	26,971.47	3,095.04	12.82		
AF, AS, AR	DU	1,854.00	808.08	21.04		
TOTAL						
AF, AS, AR						
TOTAL HARDWARE		\$49,569.80	20,664.93	15.47		
FURNITURE		46,557.82	13,000.98	12.94		
TOTAL HARDWARE AND FURNITURE						
AUTOMOTIVE		20,187.31	8,035.36	16.01		
TOTAL		262,040.00	37,785.10	15.46		

Each month charts are made up giving information on inventory, purchases and sales. (Original statistics have been changed.) The business is broken down into 14 departments with hundreds of items grouped under one department. Departments are set up in groups of related merchandise with most departments being assigned a two-initial designation, in which the second initial has the principal significance. It will be noted that initials A, B, C, and D appear three times in most cases with companion initials. But in compiling the net summary, left, only the first initial of the department designation is used in showing sales, gross profit and percent of profit. This summary gives a graphic picture of the business each month



Displays in sample room include a carefully-selected variety of the best tackle available on the market. The efficient tackle department has a manager and buyer and two specially salesmen who travel independently as well as in conjunction with the company's regular line salesmen. Their principle function is to assist firm's hardware dealers in developing their sporting goods and tackle business.



MAKING

By P. W. Moore

Executive Vice President
Summers Hardware & Supply Co.
Johnson City, Tenn.

DO YOU ever go fishing? If not, you might find it would pay big dividends in opening your eyes to the commercial possibilities of this sport.

Anyway, that's what happened to F. L. Wallace, the president of our company. Some four years ago he was talked into going fishing.



Store officials are convinced that fishing tackle is a line which offers splendid sales possibilities if it is given specialized attention. But it is a specialty line and will not sell itself. For retail dealers interested in increasing their fishing tackle business, the company believes it would be a profitable move for the operator of such a store to add someone who is interested in fishing and who has an intimate knowledge of fishing tackle.

TACKLE A MAJOR LINE

A tackle department offering a carefully-selected variety of items sold by specialty men can be a lucrative source of business

It didn't take him long to become something of a fishing enthusiast. But, perhaps because of his financial background, he was particularly impressed with the fact that in order to really enjoy the sport, it took a certain amount of folding money for the necessary equipment before he could even wet a line.

So, naturally, he gave some thought to the fishing tackle business. He noted that his long-established wholesale hardware firm handled only the more staple fishing tackle items—hooks, lines, sinkers, etc. The business was given no special attention—these were just a few of the many thousands of items in the wholesale hardware catalog—and so of course the volume on this line was rather negligible.

But, in looking around farther, Mr. Wallace noted with considerable surprise that the hardware retailers generally were not much more alert to the opportunity than his own company had been, in respect to the types and variety of tackle which were being offered. Yet, this was in the midst of the TVA lake region.

Not many years ago, there were only a few lakes in this section which were stocked with fish, and the streams were well-nigh depleted. But now, with the continued damming of the streams and the backing up of water to form new lakes, there was much newly-awakened interest in fishing—and the potential tackle business should be well worth considering.

About that time, also, the Southern Wholesale Hardware Association started to emphasize the sporting goods business. In attending the special sporting goods sessions held in connection with the association's annual convention, Mr. Wallace listened with keen interest to discussions of the opportunities offered by fishing tackle

and other sporting goods lines. He gained from these meetings much information which has proven of practical value in developing this company's wholesale tackle business. He was particularly impressed with the emphasis placed on personnel—the importance of having experienced men give special attention to this business.

Accordingly, on his return from one of the Southern Association meetings, Mr. Wallace proceeded at once to obtain the services of an experienced fishing tackle man to organize a real tackle department. The immediate objective was to build up a department whose inventory would include a carefully-selected variety of the best tackle available on the market. But, perhaps of even more importance, the program aimed at developing specialty salesmen capable of instructing our regular hardware salesmen in the sale of tackle—men who, more particularly, could be of real help to our hardware dealers in developing fishing tackle departments in their respective places of business.

As a result, we now have a well-organized, hard-hitting and efficient tackle department with a manager and buyer and two specialty men. The latter travel independently as well as in conjunction with our regular line salesmen. Their principal function is to assist our hardware dealers in developing their sporting goods and tackle business, which has proven very lucrative to them as well as to us.

To our way of thinking, the results have been phenomenal. We have been able each year to more than double our fishing tackle volume of the preceding year; and as this is written, in December, our 1950 volume is expected to exceed the previous average yearly increase.

We have just completed a new tackle catalog of more than 100

pages. It was edited and compiled by our own organization and printed in our own printing plant by the photo-offset method.

It goes without saying that our tackle volume, today, is many times what it was only four years ago. This increase is the result of giving special attention to a specialty line; and, especially, to working with our dealers in the merchandising of tackle.

One local citizen told me the other day that when he came to this section ten years ago there were only two stores in town where he could buy tackle and neither of them had a well-assorted stock. He had to take what they had rather than what he wanted.

Today, most of the hardware dealers in this city and in the surrounding towns and cities, carry large and well-assorted stocks of fishing tackle, with many of them featuring full-fledged tackle departments. In addition, there are some exclusive retail sporting goods houses in this area which derive the greater part of their income from the tackle business.

In a retail hardware store, just as in a wholesale hardware house, fishing tackle is a line which offers splendid sales possibilities if it is given specialized attention. But it is a specialty line and will not sell itself.

In a hardware store which does not have a tackle department, or which has one but sells little tackle, it will usually be found that there is no one connected with the business who has any interest in or knowledge of fishing. So the line is neglected, and the store loses substantial volume on a line which might provide the largest profit of any department of the business. We believe it would be a profitable move for the operator of such a store to add someone to his organization who is interested in fishing and who has an intimate knowledge of fishing tackle.

The hardware trade can't afford to neglect such a potentially profitable line as fishing tackle. For one thing, both wholesalers and retailers in the hardware field have lost much if not all of their busi-

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We Still Have that Problem of



Mr. May

BETTER PACKAGING of HARDWARE

By S. D. May*
President, Bluefield Hardware Co.
Bluefield, W. Va.

THE HIGH cost of repackaging by wholesalers is still a major problem in spite of all the work done to solve it. Much more work must be done to bring this cost to a minimum. Repackaging adds to the expense of distributing merchandise and in many cases this cost can be eliminated or reduced to a satisfactory minimum.

Many wholesalers do not realize the time and expense involved in the repackaging of merchandise; for if they did, they certainly would want to do something about it.

Merchandise from manufacturers which could be shipped in small packaged quantities, suitable for reshipment without repackaging, is often shipped to the wholesaler in large, bulky, shipping containers. Order clerks must break open these large, bulky, shipping containers to fill small orders. This merchandise then has to go to the packing department for repackaging.

The wholesalers' expense goes up at this point because, in addition to the extra expense of time involved in repackaging, he has to pay for packaging materials. Service to customers is slowed down and, if merchandise in the broken package back in the stockroom is not protected, shopworn merchandise will result. All of these operations result in loss of profit.

When a wholesaler realizes that he is losing money through excessive repackaging and understands that he can do something about it,

the time is at hand for a more concentrated effort to find workable solutions. This job belongs to the wholesaler's buyer. The distribution of the manufacturer's products is our business and these products should be bought with our own and our customers' problems in mind.

Many times a manufacturer does not understand how he can benefit through re-engineering his shipping containers so that they will meet the average dealer's requirements. The manufacturer will be more receptive to doing something for the wholesaler and dealer if he is shown how he will profit through doing it.

The manufacturer who works out such a program benefits from it because he has a selling advantage over his competitors. And he would have another strong selling

point to which wholesalers would be very receptive. Increased sales would result which would more than offset the cost.

During the past two years good progress has been made in better packaging. Many manufacturers who have had to delay their better packaging programs until sufficient packaging materials became available came through with improvements with which the wholesalers are well pleased.

The number of products to which better packaging can be applied is increasing all the time. Some of the extra cost of a better packaging program will be borne by the manufacturer and some will be passed on to the wholesaler in higher first cost, but the end result will be a lower repackaging expense and higher profits through increased volume. The dealer will profit because merchandise will reach him in a more salable condition and service will be faster.

As an example of the many items which should be packaged in units that are better adapted to the typical dealer's requirements, we might point to incandescent lamps. The most popular sizes which are now packed 120 should be packed 60 or 48; those sizes packed 60 should be packed 30 or 24; those sizes packed 24 should be packed 6.

The general line of fluorescent lamps is another product that should be considered. Those packed 24 should be packed 12; and Slimline fluorescent lamps should be packed 6, for in Slimline we have a terrific repackaging problem, es-

FIVE years ago a Packaging Committee of the Southern Wholesale Hardware Association was formed. As a result of its special studies and other activities much progress has been made in better factory packaging of hardware products, with resultant savings in distribution expense. Mr. May, present chairman of this committee, invites suggestions regarding committee activity from all branches of the hardware trade

*Mr. May is chairman of this Packaging Committee of the Southern Wholesale Hardware Association.

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The palatial Palm Beach Biltmore will serve as convention headquarters

PALM BEACH CONVENTION

PALM BEACH, Florida, will be the nation's "hardware headquarters" the second week of April, when some 1500 hardware manufacturers, wholesalers and others gather there for the annual joint convention of the Southern Wholesale Hardware Association and the American Hardware Manufacturers Association.

The dates are Sunday, April 8, to Thursday, April 12, inclusive. Headquarters will be at the Palm Beach Biltmore; while as usual, the Whitehall and the Mayflower will assist in housing the convention crowd.

Registration of association mem-

bers starts Sunday, under the advance registration plan.

The business program starts with a special sporting goods session of the Southern Association Monday morning, followed by an informal meeting of sporting goods buyers and manufacturers in the afternoon. The remainder of the convention program follows much the usual pattern—joint opening session on Monday night; separate Southern Association sessions on Tuesday and Wednesday mornings, each one followed by a joint session of the two associations; and final business meeting of the Southern Association on Thursday morning, April 12.

Principal speakers of the joint sessions will include: Dr. William H. Alexander, dynamic young minister of Oklahoma City, nationally known for his radio programs and public addresses; Brig. Gen. Frank Howley, who headed the U. S. forces in Berlin for several years after the war; Charles R. Hook, chairman of the board, Armco Steel Corporation; and H. B. McCoy, an assistant administrator of NPA, Washington.

Features of the special sporting goods session will include a three-way discussion of "Promoting Sporting Goods Distribution Through the Wholesaler" by A. E. Johnson, manufacturer; Charles E. Hunter, manufacturers' represen-

tative, and W. M. Huie, wholesaler; address by G. Marvin Shutt, secretary of the National Sporting Goods Association; and other timely discussions in which both wholesalers and manufacturers will take part.

In the other three separate business sessions of the Southern Association, in addition to reports of officers and committees, there will be discussions of many timely topics, including:

Problems of Price Control
Inducing Special Sales Effort
on Important Items
Catalog Building with the
(Continued on page 98)



Fred C. Barksdale
President, the S. W. H. A.



George H. Halpin
President, the A. H. M. A.

SELLING IS AN ALL-TIME JOB

SELLING is the same yesterday, today and tomorrow. Selling is actually "winning friends and influencing people" and therefrom obtaining profitable results from the exchange of merchandise for money.

Most of us in the mercantile business look upon selling from both the immediate and selfish standpoint as simply "bringing in the bacon"; but once we stop to think we must realize that selling, selling all the time, is actually promoting and building good will—and without good will our business fails. Therefore, selling is not only for "hard times" when no one seemingly wants to buy but *always*. It is a continuous process of building good will.

I fear that too many of our traveling men have allowed themselves to become mechanical in their attitude and treatment toward our customers, that they make the calls and go through the same routine without thinking up or applying new methods or technique in their relationship with our customers. They are friendly, courteous and smiling when they receive orders for goods that we have in stock for immediate delivery but allow themselves to become sour or disgruntled when nice orders are not quite so plentiful.

Then, too, some seem to have adopted an independent attitude, a dictatorial attitude if you please, at times when we have been forced to allocate certain scarce items of merchandise. Perhaps they overlook the fact that the customer has a good memory. He is likely to resent any such attitude, and when merchandise is more plentiful and can be had from other sources, such a salesman is pretty certain to lose sales volume.

In times of merchandise shortages we still need sales supervision and sales promotion. We need to continue the process of tutoring and training, both with young and

By Fred N. Hall

President, Hall & Co.
Spartanburg, S. C.



old salesmen alike. For it is so easy for us to forget, so easy for us to allow ourselves to get into a rut, that we must be prodded, supervised and directed.

We might not be able to satisfy the customer and give him everything he wants in times like these; but, even so, he should be treated the same as if we were actually having to sell him nails, wire goods and other scarce items.

We believe the customer should be called upon at regular intervals under conditions such as the present, in order to build good will, show him our interest, and extend him every courtesy. And in my own hardware business, despite present shortages and scarcities, we try to follow that policy.

In addition to our own sales meetings twice each week, we urge our people to attend a sales training course conducted by our local merchants' bureau. This is a three-day training course in one of our local theaters, starting at 8:30 in the morning, for all salespeople, and is entitled "Courtesy Around the Clock." Principal features of this course are moving pictures

showing where and how courtesy might be used to better advantage and in a more profitable manner for everyone. To follow through and see who actually is practicing what is preached, a professional shopper called on our leading stores and pinned a silver dollar in a cellophane holder on the salesperson who measured up to her expectation of courtesy.

Courtesy coupled with enthusiasm and determination spells success for any salesman, anywhere, selling anything. We definitely feel that under present conditions, in a seller's market the same as in a buyer's market our attitude should be at all times, "not my will be done but thy will be done."

Arrogancy, indifference, indolence, lack of enthusiasm—these traits have resulted in failure for many salesmen and have cost their employers untold amounts of money.

Ideas and resourcefulness are important factors which make one salesman or one merchant successful, or the lack of which causes another to fail.

A smart salesman can endear himself to every customer he has if he works for the customer's interest.

Suppose the salesman were to explain to the merchant an advertising scheme such as was recently used by one of our customers, wherein he purchased 2,000 day-old chicks for five cents each, or one hundred dollars, and advertised on the radio the next morning at 8:00 o'clock that he would give ten chickens to each person who would come to his place with a container in which to carry the chickens away. This merchant naturally had made preparation and had a substantial stock of starter feed in ten-pound bags and larger. But when he opened his store he counted more than three hundred people present with every

(Continued on page 96)



Left, the sporting goods department is one of six distinct sections in the store. Each department has its own personnel who are responsible for the merchandise in that department. The sporting goods department occupies 1800 square feet of floor space and is staffed by three salesmen and a departmental manager.

Formula for Maximum Sales - - -

WHAT are the vital necessities for the successful operation of a hardware store? According to Clarence M. Yeatman, secretary-treasurer of George M. Yeatman & Sons, Inc., Clarendon, Virginia, they well may be a good location, a sizable store, plenty of space in which to properly display merchandise, and, above all, departmentization of the merchandise.

Carrying out these beliefs, this hardware store has realized a 10

Departmentize!

percent progressive yearly gain in sales volume since 1938. Moreover, further and steady gains are anticipated during the coming year.

Departmentization has been important in helping to increase profits and in setting up an ef-

ficient program for employees. "We regard ourselves as a hardware department store, where each department has its own personnel responsible for the merchandise in that department only," explained Yeatman. "We find that our salespeople are better informed, more

Displays in the hardware section are enhanced by fluorescent lighting. Household supplies are displayed against a pale blue and maroon background. Store officials point out the separate accounting system for each department as another advantage of departmentalization. This system offers an easy check on departments or merchandise that are falling behind. Officials emphasize that each department must be self-sustaining.





Paint department also has its separate and distinct section. Store owners believe that permitting personnel to concentrate on one kind of merchandise results ultimately in greater employment stability. New employees are trained by their department manager. Factory salesmen demonstrate merchandise and review sales points with salesmen concerned. Trade magazines are placed in the hands of employees each month for study

able to spend time with the customer to study his problems, and derive greater satisfaction from their jobs."

The store is divided into six distinct departments—sporting goods, paints, housewares, tools, builders hardware, and plumbing and garden supplies. The two-story building contains more than 12,000 square feet of space on the street floor, and here is a generous distribution of paints, sporting goods, housewares, toys and tools. With aisles four feet wide, island tables, and open panel displays, the effect of this floor is one of excellent organization, control and efficiency.

"Our idea was to permit customers to walk around tables, handle the merchandise, and see how it works," Yeatman said. "This practice makes people buy."

The electrical and hand tool department in the rear of the store utilizes 600 square feet of space, and here single items in a variety of sizes catch the eyes of shoppers, who are tempted by the accessibility and well-kept condition of merchandise. The tool department has a manager and four assistants, and they are responsible for the display and arrangement of all merchandise in that department.

Like other departments, the tool section has its own cash register, which is divided into five sections, each salesperson having his own compartment. In this way, at the end of the day each salesperson can compute his daily sales volume and record it, so that he may check

it with the company's books in figuring his one percent commission, which is paid twice yearly on his total sales volume.

"We believe that permitting personnel to concentrate on one kind of merchandise results ultimately in greater employment stability," Yeatman pointed out. "The employee knows his job better, feels he has more to contribute, and is better appreciated and, therefore, wishes to remain with us."

New employees are trained by their department manager. Factory salesmen demonstrate merchandise and review sales points with salespeople concerned. Trade magazines also are placed in the hands of employees monthly for a study and keeping abreast of newest developments.

Another Advantage

Another advantage of departmentizing, Yeatman pointed out, is that separate accounting for each department offers an easy check on merchandise or departments that are falling behind. Each department must be self-sustaining, he added.

Well-lighted, both naturally and by direct and indirect fluorescent lamps, the housewares section is especially attractive. Here the Yeatmans designed and built open-shelved cupboards, 8 x 9 feet high, for display and stocking stainless steel, aluminum, small electrical appliances, kitchenware and

household supplies. Against a pale blue and maroon background, the shining housewares stand out impressively on their glass shelves.

In the rear of the housewares section, in a well-lighted division, a customer may find brushes, brooms, ironing boards, clothes racks, shower curtains, and other large household items.

"Another factor that deserves emphasis," Yeatman pointed out, "is the maintenance and lighting of a store. Location may be 75 percent of success, and departmentalization may play a major role, but a store should have the best lighting and upkeep available. Keep it freshly painted and clean. We have our interiors redecorated regularly every two years."

Like housewares and other departments, a separate department is given to toys, with two island tables and wall shelves filled with merchandise that is visible from any point in the department.

Sporting goods and paints appear to be little shops in themselves, enclosed by walls with individual entrances. Sporting goods occupy approximately 1800 square feet of space, in which island tables, counters, wall drawers and shelves offer an attractive arrangement for merchandise distribution. Three salespeople and a department manager specialize in sporting goods and offer reliable advice and merchandise to the many government employees who hunt in the nearby areas.

(Continued on page 100)

**Profits sprout
from this**

Seed and Bulb Department

THROUGH close cooperation with his suppliers and a local nurseryman, and by using a consistent display and advertising program, James Ferguson has been able to increase sales in his seed and bulb department to \$3500 a year. Seeds and bulbs, with an average markup of 40 percent, have proved their worth as a hardware store line, he said.

Ferguson's Hardware, Raleigh,



Above, Owner James Ferguson, left, points out features of a seed and fertilizer spreader, a popular item for the store. Behind him is the colorful bulb display supplied by a local nurseryman. Center, the store offers customers convenient parking space at the front door. Mrs. Ferguson, below, registers the name and address of a customer who wishes to receive the company's monthly bulletin on lawn and garden care.

N. C., is three miles from its nearest competitor and the bustling downtown traffic. It is part of a neighborhood shopping center surrounded by costly homes, and here home-owners generally take pride in their spacious, well-kept lawns.

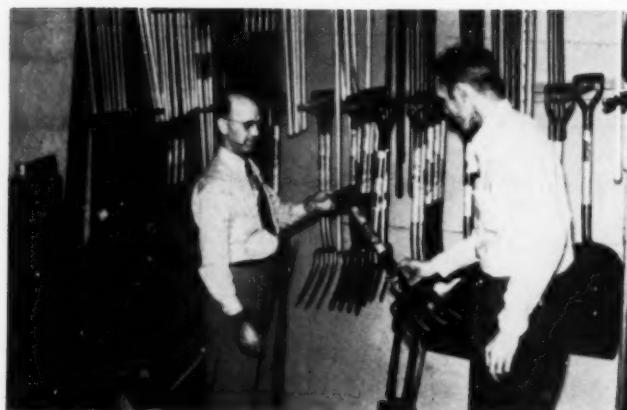
To Ferguson, this lawn care means sales of grass seed and bulbs, garden seed, fertilizer and seed spreaders, pest controls, crabgrass control powder, garden fertilizer, and limestone. Even concrete and mortar, for home masonry, are drawing cards.

Last year, the store sold a ton of grass seed and had unusual success with crabgrass powder. One customer used twelve 18-pound bags of the powder on his three-acre lawn.

The best grass seed, which is also the best seller, said Ferguson, retails at \$145 a hundred pounds. One of the store's largest purchasers for this item is the Raleigh Golf Course. A good neighborhood patronage is augmented by that of out-of-town customers within a radius of 50 miles.

Active promotion is an aid in moving a heavy volume of seeds and bulbs in the spring and fall. During these seasons window and
(Continued on page 100)

THESE DISPLAY IDEAS



BASED on its theory that the more merchandise a customer sees, the more he will buy, Parker Bros. Company of Knoxville, Tennessee, has set up a floor plan that has been successful in leading store traffic through its many displays, with the result that sales have increased substantially.

The entire layout here encourages the customer to see more of the merchandise. Almost every item carried in stock is shown—on open shelving down the center of the store, in cases and bins at the sides, or on walls and overhead. All space is utilized completely.

The display fixtures, which were made at the store, were designed to increase sales. There are no base counters, and a customer can see merchandise displayed the entire length of the floor. Cabinet shelving is slanted, so that upper shelves are more narrow than lower ones, to give a clearer view of merchandise displayed on bottom shelves.

An overhead island display arrangement, built through the entire center of the store, is 36 inches

Left, display fixtures, made at the store were designed to give customers a better view of the merchandise. Cabinet shelving is slanted to give a clear view of items on bottom shelves

PROMOTE MORE SALES

wide and makes use of space that was once wasted. Beneath this are pyramid shelves, while along the sides of the center island shelves are rows of open seed and feed bins.

The center of the store is divided into two aisles, and traffic usually follows the right-hand aisle into the store and the left-hand aisle going out. Thus, potential customers see more merchandise.

Paints, shown on pyramid shelves in the center of the store, utilize only 20 feet of display space. The island shelves are graduated, so that different size cans may be arranged attractively. Large cans on the bottom shelf are as conspicuous as small ones on the top shelf.

"The store was laid out so as to increase the circulation of traffic throughout the store, rather than for the convenience of the clerks," said Robert N. Thompson, vice president and sales manager of the company, which has two stores in Knoxville. "While the layout adds to the distance that clerks must walk, it also adds to the distance

(Continued on page 98)

Paints, shown on pyramid displays, utilize only 20 feet of space. Below, an overhead display, running the entire length of the store is 36" wide and makes use of space once wasted



Tennessee Convention

A TRIP to the American Museum of Atomic Energy at Oak Ridge opened the 14th annual convention of the Tennessee Retail Hardware Association, held in Knoxville, Tennessee, February 18-20. More than 300 delegates from nearby Alabama, Georgia, North Carolina and Kentucky were in attendance.

In his annual address, President R. G. Wright, Jr., included observations about the use of sliding doors in homes as "space-savers." He said that "Sliding doors formerly were used as semi-partitions between rooms; now they are coming back in style for closets and inner passages where there isn't room to swing conventional doors, or where a door would conflict with furniture."

In his annual report, Secretary-Treasurer Morris P. Jones brought cheers from the delegates when he announced that the National Association's report on remodeling showed Tennessee in seventh place in the nation.

Stein Speaks

Luther R. Stein, vice president and general sales director of Belknap Hardware Co., Louisville, Ky., predicted that "the hardware business is going to be hard hit by government restrictions, since most of the goods sold in a hardware store are made of metal, and rigid restrictions are being put on metals for war purposes. Material restriction probably is one thing that the Administration has done sooner than it was needed."

Speaking in the same vein, Rivers Peterson, managing director of the National Association, Indianapolis, predicted "good business ahead for hardware dealers. But," he pointed out, "there's going to be a lot of staple hardware that you are not going to be able to get, and some of the items that you do sell may be a far cry from hardware."

Miss Ruth Stephens, history and political science professor, The University of Tennessee, spoke on "American Foreign Policy." She said, in part: "If we withdraw from Korea without victory, a terrific blow will be suffered by the

United Nations. Unless it be because of military necessity, such a withdrawal would greatly encourage international communism to strike in many other places. Regardless of China's great manpower, it is to be questioned that Mao Tze-Tung, Chinese communist premier, has a huge army of fanatical, well-armed, well-

ers for "economy in government and equality in taxation."

C. J. Bailey, general sales manager, Federated Mutual Insurance Co., Owatonna, Minn., addressed the group on how to "Protect Your Employee Investment."

Of interest to many delegates was a statement made in the convention hall, that production of consumer durable goods may be reduced over 30 percent and maybe as high as 50 percent by the end of 1951. It was predicted that such a reduction would hit such items as home appliances the hardest.

J. R. Cox, J. R. Cox Hardware



New officers of the association, left to right: Martin Keatts, first vice president; J. R. Cox, president; Bon Hicks, second vice president; Morris P. Jones, secretary-treasurer; and Richard G. Wright, retiring president

trained troops. Therefore, I think it is not impossible that we can, with comparatively small losses, destroy the flower of the Chinese communist army."

Representing the National Tax Equality Association of Dallas, Texas, J. F. Leopold spoke on "Doing Business Without Paying Taxes." About 25 percent of the nation's total productive wealth, he said, "is in the hands of agencies legally exempt from paying taxes. These are exempt while the rest of us are paying 27 to 47 percent in income tax, plus 77 cents on excess profits and probably more yet to come." Mr. Leopold cited cooperatives which last year did \$18,000,000,000 worth of business and are virtually income tax free. Later a resolution recorded the sentiments of the hardware deal-

ers, Nashville, was elected president, succeeding Richard G. Wright, Jr., of Knoxville. Other newly-elected officers include: Martin Keatts, general manager of Stewart Bros. Hardware Co., Memphis, first vice president; Bon Hicks, Cash Hardware Co., Sevierville, second vice president; and Morris P. Jones, Nashville, secretary-treasurer. Mr. Wright becomes a member of the advisory board, and James L. Wilbanks, Brainerd Hardware Co., Chattanooga, was elected a director.

Directors carrying over include: C. M. Porter, Columbia; E. B. Thweatt, Nashville; R. N. Vincent, Union City; and W. R. Ross, Memphis.

The association's annual banquet was held on Monday evening, following the business session.

Newly-elected officers of the West Virginia association, seated, left to right: R. F. Cox, executive committee member; J. C. Mallory, president; Rymer Law, executive committee. Standing: C. F. McNutt, salesman member of executive committee; James C. Fielding, secretary-treasurer; H. Bruce Bacon and J. G. Snowden, salesman members of executive committee



West Virginia Convention

MEMBERS of the West Virginia Hardware Association faced an uncertain future with optimism at their annual convention in Charleston, February 19-21.

Bruce Burgess, merchandising manager of the Union Fork and Hoe Co., Columbus, Ohio, told delegates that if speculation and hoarding are averted, there will be goods for all during the coming spring and sufficient merchandise throughout 1952. He urged the retail hardware dealers to play the game of business on a normal basis, regardless of threatening war years.

Salesmanship Advocated

Mr. Burgess also urged greater salesmanship in manufacturing, wholesaling, and retailing of goods. Directing attention to the growing consumer demands in the United States, he said, "There is a sufficient market for all of us." In a general survey of goods, there are no shortages at present, he added, emphasizing that he spoke only for the firm he represents. He added, however, that there are scarcities in some lines of commodities.

The emphasis was on advertising and selling on the second day of the convention. Merrill D. Graham, General Motors sales consultant, advocated an accelerated sales program, careful business supervision, and application of new ideas as a means of improving

hardware business conditions.

"You are obligated to serve your community or the community will not continue to serve you," he said. "You must serve to sell."

Harry Harlan, store accounting service manager of the National Retail Hardware Association, outlined the activities of his organization and its benefits to the retailer.

"Today's Operation of a Modern Hardware Store" was discussed by Louis Pollock, manager of the H. Kalbitzer & Son Store, Wheeling.

Appearing as guests of honor were: Governor Okey L. Patterson of West Virginia; Mayor Carl Andrews of Charleston; and Charles E. Hodges, managing director of the Charleston Chamber of Commerce.

Another featured speaker, Colonel George E. O'Connell of St. Louis, Mo., confined his remarks to experiences and observations of his army duty with U. S. occupation forces in Korea during 1945-47. A reserve officer, Colonel O'Connell is sales manager and assistant to the president of the Swing-A-Way Manufacturing Co. of St. Louis.

New Officers

J. C. Mallory, Wholesale Paint & Supply Co., Princeton, was elected president to succeed H. Bruce Bacon, owner of the South Charleston Hardware Co., who automatically became an ex-of-

ficio member of the executive committee.

Other officers elected included: Clyde W. Gardner, Gardner Hardware Co., Keyser, first vice president; Glenn V. Longacre, Ralph B. Swiger Hardware & Furniture Co., Clarksburg, second vice president; and James C. Fielding, Charleston, secretary-treasurer.

Elected to the executive committee were: R. F. Cox, Central Hardware Co., Fairmont; Rymer Law, Francis Hardware, Grantsville; and William L. Pile, F. M. Pile Hardware Co., Charleston.

Executive Committee

Salesmen representatives on the executive committee will be B. M. Brookover, of W. H. Smith Hardware Co., Parkersburg; C. F. McNutt, Charleston Hardware Co., Charleston; and J. G. Snowden, George Washington Co., Parkersburg.

One of several resolutions passed by the association recommended that all government expenditures for services and materials other than for defense purposes be cut to the absolute minimum.

The association also voted in a resolution to contribute to the national advertising campaign sponsored by the Independent Retail Hardware Men of America and to observe National Hardware Week April 12-21.



Newly-elected officers of the Arkansas association, left to right: F. C. Peters, president; Frank Whittaker, first vice president; L. B. Umsted, second vice president; Wayne Tisdale, executive secretary

A POLICY of free admission to the general public drew 5,000 people to the exhibits of hardware, sporting goods, farm supplies, housewares, appliances, and furniture, sponsored by the Arkansas Retail Hardware Association's annual convention in Little Rock, February 17-19.

The trade show also attracted unusual attention from the members, indicated by attendance of 600 dealers—200 more than the highest attendance figure for 51 previous annual meetings.

Also another "first" was the convening of delegates over the week-end. Saturday was devoted to business sessions, Sunday and Monday to a program that reflected the disturbing national scene in several talks that received rapt attention from the audience.

President F. C. Peters opened the meeting with three panel discussions, in which many dealers participated.

"Are You An Efficient Manager?" was a lively discussion headed by Joe B. Baker, J. B. Baker Co.; John Colquitt, Jr., Turner Hardware Co.; and Robert H. Baker, president of Fones Brothers.

"Do You Know Your Merchandising?" was the panel discussion that developed these observations: window prices should tie-in with newspaper advertising; newspaper and direct advertising to boxholders are nearly always the best mediums for hardware dealers, while radio is effective in some localities.

"Are You Having Problems in Personnel Relations?" yielded the following points: store meetings

ARKANSAS CONVENTION

held in the evenings are most effective, and new employees should be encouraged to learn merchandise and ask questions.

Joseph F. Leopold, Dallas, Texas, representative of the National Tax Equality Association, pointed out to the dealers the fact that cooperatives and other agencies that pay no income tax control 150 billion dollars worth of wealth and should be paying about two billion dollars of tax each year.

"What Makes American Business Tick?" was the subject selected by Charles T. Evans, secretary of Arkansas Utilities Association, Little Rock.

"Store Lighting for Selling" was discussed by L. M. Wallace, Jr., Westinghouse Electric Corp., St. Louis, Mo. Mr. Wallace said that adequate lighting definitely can increase sales and profits, and that the lighting problem of each store is an individual matter.

"I would like to have you consider lighting as one of the most versatile tools ever used in store modernization," he said. "The customer must be able to see what you have to sell, and almost everyone who comes into the store can be sold more than he intended to buy when he sees more."

Windows, with or without backs, must be adequately lighted to attract and to make a quick impression, he said. "We need more light in windows than in any other part of the store."

An average volume increase up to 40 percent can be expected of modernized lighting, he pointed out.

Fred R. Olmstead, National Retail Hardware Association, recommended attractive price cards for all window items and suggested that dealers arrange two windows, one with prices, the other without, and then compare the added pulling power of the priced window with the other.

Newly-elected officers elected by the association are: F. C. Peters, Russellville, re-elected president; Frank Whittaker, Alpena Pass, first vice president; L. B. Umsted, Paragould, second vice president; Wayne Tisdale, Little Rock, executive secretary.

Elected to the board of directors were John Colquitt, Magnolia; Hearn Latimer, Nashville; W. T. Haynes, Lake Village; Brady Deese, North Little Rock; Glen Hickey, Mount Ida; Vern Parker, Helena; P. R. Rice, Clarksville; H. C. Clark, Springdale; Adrian Crowe, Fort Smith; Henry Franklin, Jonesboro.

Resolutions adopted called for stoppage of the unorthodox selling of wholesale items to individuals not in the retail business by distributors and manufacturers; that members ask Washington representatives to support equitable taxation; that price controls, when necessary, be applied in accordance with sound business practice.

Washington News

Orders, Regulations, Priorities

Margin Freeze Ordered; Hardware Ceilings Planned

THE MARGIN TYPE of price ceilings issued February 27 by the Office of Price Stabilization affect more than 200,000 individual items, but for the moment leaves hardware dealers still under the General Price Ceiling Regulation issued earlier.

While the new order, Ceiling Price Regulation 7, applies only to apparel and homefurnishings, an amendment should be forthcoming soon to include hardware products including appliances.

The order sets flexible price ceilings, based on the margin between what the retailer pays and what he receives for his goods. However, retailers whose annual sales of items covered by the regulation are less than \$20,000 may adopt the new method of price controls or may continue to operate under the general ceiling price regulation issued January 26, which allows him to sell his products at the highest prices received between December 19 and January 25.

CPR 7 will affect retailers in this manner. On or before March 29 the retailer must make up a chart showing what he sold goods for on February 24 and what he paid for those goods. The difference between the cost and selling price determines his percentage markup, thus frozen at February 24th levels.

The OPS announced that the "pricing chart method allows each retailer to use margins based on his own previous experience, subject to checks added by the regulation designed to bring margins in line with those used by the retailer in the year before Korea."

Retailers must begin to use the charts not later than March 29, but have until July 1, in which to mark their goods with selling prices. After July 1, a retailer may not sell any article covered by the regulation unless it is marked or tagged with the selling price in a

manner "plainly visible to and understandable by the retailer's customers."

The retailer has the choice of marking the price on the shelf, bin or rack containing the article or marking the price on each article itself.

Beginning July 1, 1951, a retailer may not sell any article covered by the regulation unless he has posted "in a prominent and clearly visible position in his store a sign reading:

"Notice, the prices of merchandise in this store are no higher than the OPS ceiling prices of the articles."

Each retailer is required to submit one copy of his price chart to his OPS district office.

NPA Provides for Maintenance, Repairs

ALL ESTABLISHMENTS in the United States including retail and wholesale stores and service shops may use a priority rating to procure equipment and supplies for maintenance, repair and operation of their present facilities. This MRO program is provided for in NPA Regulation 4.

In ordering such equipment or supplies, a dealer may apply to his order a defense order rating—in

this case, DO-97—without individual authorization by the NPA. However, "materials or products sold by a distributor thereof for use as MRO shall not be deemed MRO as to such distributor—but when he receives rated orders he may extend the rating to get them." In other words, a dealer may not originate a DO-97 rating except on an order for MRO supplies for maintenance of his own building or other facilities. Where delivery has been made on rated orders the dealer may extend the rating to replace the material in his inventory so long as replacement does not amount to more "than a practicable minimum working inventory as defined in Regulation 1."

To use this rating in obtaining needed MRO supplies, the dealer merely writes on his order or on an attached piece of paper: "DO-97, Certified under NPA Regulation 4," and then signs his name.

There is one limitation. A dealer may obtain MRO supplies only in the same dollar amount as were spent for such supplies in 1950.

No one is required to use an MRO rating, but if a dealer once uses a DO-97 rating he must thereafter limit his MRO purchases in accordance with Regulation 4. However, small businesses are permitted to extend DO-97 ratings for MRO purchases up to \$1,000 a quarter, without regard to quota restrictions.

All persons using the DO-97 must keep complete records, and preserve them for the duration of this regulation and two years thereafter.

Use of DO-97 is permitted for minor capital additions, not exceeding \$750 for one complete addition. Thus, a farm equipment dealer might use the order in getting needed equipment for his shop.

NPA Bans Manufacture of Aluminum Windows.

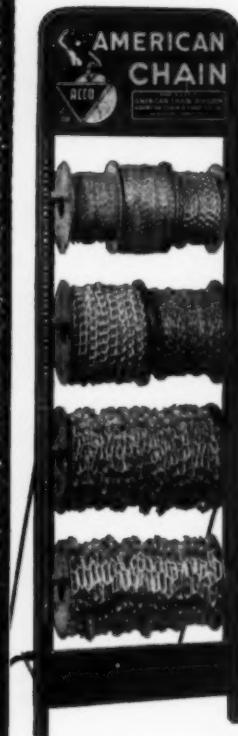
A GRADUAL elimination of the manufacture of aluminum windows and air ducts as a means of
(Continued on page 102)



Sell AMERICAN

AN ALL-AMERICAN FAVORITE— FAST-MOVING, PROFITABLE

● You can get every kind and size of chain your customers need from one source . . . **AMERICAN CHAIN & CABLE**. Everybody knows **AMERICAN** Chain. It has served generations of the same families. It's an accepted brand. It's an "All-American" favorite. It sells fast. It makes money for you. Check your stock. Order today from your American Chain wholesaler. **Sell AMERICAN.**



ACCO CHAIN SALES-MAKER

This display reminds your customers of the chains they need. It lets them handle it, and that sells chain.



Four sizes of both PROOF and BBB COIL CHAIN, self-colored or hot galvanized, come in these easy-to-handle sturdy plywood ACCO-PAKS.

COTTER PINS

Put this display on your counter and you'll sell cotter pins because everybody needs them.



Popular Patterns of ACCO Chains you should have in stock



SASH



MACHINE



SAFETY



TENSO



JACK



LOCK LINK

...the Complete Chain Line!



HOOKS SLIP

Shaped so chain slips through loop. Dozens of uses. Drop-forged for great strength. Nine sizes: $\frac{1}{4}$ " to 1".



GRAB

For general use. Grabs over a chain link. Won't slip. Drop-forged for 9 chain sizes: $\frac{1}{4}$ " to 1".

OPEN EYE

Strong, flat spring with an easy-closing eye. Smooth working, serviceable. Zinc or bright finish. Four sizes.

SWIVEL SNAPS

ROPE

For plow lines, halters, swings, boats, etc. Easy to use. Zinc or bright finish. For $\frac{1}{4}$ " to $\frac{1}{2}$ " rope.



FREE — BUT GOOD

Good for new and old clerks—

Good for new and old store owners—

"Fingertip Facts about Hardware Chain"

Write today for your copy.

"The best thing of its kind ever published."

ACCO

York, Pa., Atlanta, Chicago, Detroit, Denver, Los Angeles, New York,
Philadelphia, Pittsburgh, Portland, San Francisco, St. Louis, Conn.

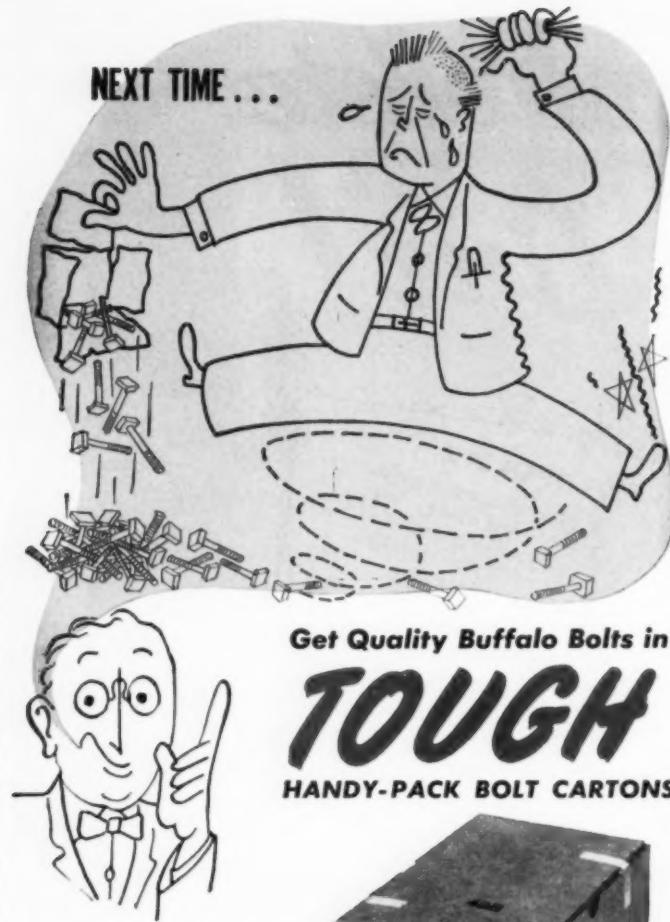
AMERICAN CHAIN DIVISION
AMERICAN CHAIN & CABLE



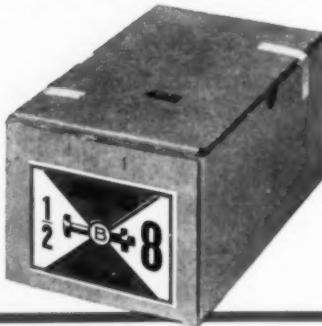
In Business for Your Safety



→
"Intentionally
Better"
**AMERICAN
CHAIN**



**Get Quality Buffalo Bolts in
TOUGH
HANDY-PACK BOLT CARTONS**



● Cheer up! Buffalo Bolt designed the Handy-Pack just for you to end the nuisance of spilled bolts. There's no premium for Handy-Packs... and as an added bonus they bring you the world's best bolts. Order today.

**HANDY-PACK
FEATURES**

- Same price as 'ordinary' bolts in 'ordinary' cartons.
- Same carton quantities as always, same method of ordering.
- Cartons are re-shipable without tying or wrapping.
- Covers make durable open drawers for bolt cabinets.
- Can be ordered in carload or less-than-carload lots.

Write for circular on quantities and weights of Handy-Pack Cartons.

BUFFALO BOLT COMPANY

Division of Buffalo-Eclipse Corporation

North Tonawanda, N. Y.

*Sales Offices in Principal Cities. Export Sales Office:
Buffalo International Corp., 50 Church Street, New York City*

PRODUCERS OF CIRCLE ● PRODUCTS — BOLTS • NUTS • RIVETS AND SPECIAL FASTENERS



Face the Facts

(Continued from page 56)

casional glimmer of hope as reflected in the November elections and in the exposure of Hiss, Remington, et al. Thank God we still have many able and courageous men in both houses of the Congress and in other high positions. By meeting our responsibility as citizens—good citizens—we can help them put America back on the road to constitutional government and a sane, sound economy.

They can't do it alone. It's an all-out, every-day job for us, too; for citizenship, you know, is a full-time occupation. But it pays dividends not forthcoming from any other source.

Let's start by arousing an apathetic public. Having long been fed ballyhoo and false propaganda, there's little wonder that many of our people are cynical and just plain tired of listening. But they'll listen to you, Mr. Good Citizen. They know you deal only in facts. So it's up to you and me to pour the facts to them morning, noon and night. Once aroused they will do the rest. Then will the planners and the blunderers be dethroned. Then will the rest of the plotters and the perverts (political as well as sexual) be smoked out. Then the threat of all-out war will diminish, for no power on earth would dare attack an alert America imbued with the spirit that triumphed in the victory of American independence.

Students in our colleges and universities now study the history of foreign countries more than that of our own. Youth must be taught the value of freedom and what it cost in blood and hardship and heartaches. Our job would include a crusade to make such a course a must in all our schools.

Another real problem is the restoration of faith in official veracity. Here our work shifts to Washington and our state and local governments.

Our people want to believe what they are told. But they can't be blamed for their cynicism as long as political expediency is the number one thought reflected in official statements.

Was public confidence strengthened by the presidential announcement a couple of days before the Korean outbreak that we were nearer peace than at any time since 1945? Could the present war have been dubbed "police ac-

EYE APPEAL... BUY APPEAL



An EAGLE RULE for EVERY PURSE and PURPOSE DISPLAY THEM... YOU'LL SELL THEM!

Four ways to profit from a single package! Here's a colorful self-dispenser display assortment with eye appeal and buy appeal... with quality appeal and price appeal for one and all! There's a rule for every member of every family. Each store customer will think in terms of which rule to buy rather than whether to buy.

Consists of 1½ dozen Display Packaged 6' Rules—6 "Royal Eagle" Rules, a Jewel of a Rule for the craftsman who is fussy about his tools... 3 "All American" Rules, a quality rule at a lower price... 3 "Columbia" Rules, the utility

rule with long life... 6 "Arrow" Rules, a low-priced rule for the infrequent rule user.

The "Royal Eagle", "All American" and "Columbia" rules are all manufactured with the RIVETED STRIKE-PLATE JOINT—the strongest and most accurate folding rule joint made—while the "Arrow" rule is made with the customary concealed joint.

Here's quality at a proper price with full mark up. Order from your distributor or send order to address shown below specifying name of your jobber.



UNIT NO.	MARKING	COLOR
1	All regular marking	12 white rules
2	All inside marking 1/2 reg., 1/2 inside	6 yellow rules
3		
1W	All regular marking	All white
2W	All inside marking 1/2 reg., 1/2 inside	
3W		Rules

EAGLE RULE MFG. CORP. NEW YORK 59, N.Y.

SOUTHERN REPRESENTATIVES
LOUIS WILLIAMS & CO., NASHVILLE 3, TENN.



When windows go UP...

Customers come IN...

for *Cortland* BRAND



INSECT WIRE SCREENING

There are good reasons why homeowners prefer Cortland Brand Wire Screening. For one thing, it makes a better looking screening job. For another, it gives dependable service.

Popular Cortland Brand has been a favorite screening for over 75 years. It's ideal for doors, windows, porches and breezeways. Meets U. S. Department of Commerce, National Bureau of Standards' specifications. In 18 x 14 mesh, 24" to 48" widths, 100 linear foot rolls. Also available in 54", 60", 66" and 72" widths in Bronze and Aluminum.



Stock All Three *Cortland* Brands

★ Cortland GRAY-WICK

Popular, all-purpose wire screening — doubly protected against corrosion by electro-zinc galvanizing and "glare-proofed", enameled finish.

★ Cortland BRONZE

Rust-resistant — unaffected by weather, salt air, acids or gases. Stronger, longer-lasting than copper screening. Bright or dark bronze "antique" finish.

★ Cortland ALUMINUM

Made of full gauge Alclad aluminum wire that won't rust or stain. Extra strong. Only $\frac{1}{3}$ as heavy as steel insect wire screening.

WB

Cortland
BRAND

HARDWARE CLOTH • NAILS & BRADS
POULTRY NETTING

WICKWIRE BROTHERS, INC., Cortland, N. Y.



tion" as a face-saving expedient? Was public patience soothed by the recent explanation of "flying saucers," the existence of which was flatly denied earlier?

"Oh, what's politics" must no longer serve as an excuse for irresponsible statements and official misconduct. Confidence can't be had for the asking or by edict. It must be earned. And an aroused public can bring forth the truth.

Obviously, the present crisis will require certain economic controls. That very word is obnoxious at best. It is the antonym of freedom. But until the emergency has passed it is for us, as good citizens, to abide by and help enforce whatever regulations are necessary for the over-all good of the nation.

Defense mobilizer Chas. E. Wilson has abundantly demonstrated his ability as a leader. With our cooperation he can do a good job. Part of our task, then, is to vigorously oppose any effort to hamstring him by political appointments or with half-baked, unfair regulations.

Bitter experience with rationing and price controls during World War II is all too fresh in our memory. The whole effort failed miserably then because it was rotten to the core, with no effort to make corrections. It fostered open and brazen black markets that penalized the honest and subsidized the dishonest, and helped the public not at all.

Remember gasoline Regulation 5-A that inspired *Collier's* article, "Border to Border on Bootleg Gas?" No wonder we were told that conservation of our critically short supply of gas meant the difference between victory and defeat. Was it an oversight that the word "political" as a prefix to "victory and defeat" was omitted? The regulation directed that gas be "given candidates to conduct their campaigns" and "to haul voters to the polls." If you served on a rationing board you must have had the humiliating experience of having to limit homesick GI's to five gallons of "furlough gas" at the very moment a candidate's sound truck passing the office blared "Pistol Packing Mama — vote for so-and-so." (And I do mean so-and-so.) You probably recall the frugal conservation of critical gas by the flight of the First Lady, with a protective swarm of fighter planes as an escort, half around the world to rub noses with a native of New Guinea. And can you forget the

Double Bull's-Eye!

Two Popular NATIONAL LOCK Hardware Items
That Exactly Meet Your Market Requirements



No. N61-380

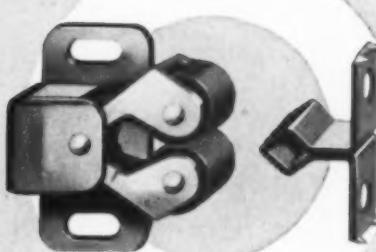
National Tutch Latch is a substantially-built, easily-applied latch for use on wood cabinets. Completely concealed from exterior view, it opens door automatically at the simple touch of finger, wrist, arm, elbow or knee. Slam door shut or close it gently... Tutch Latch holds securely, provides positive latching action. Envelope packaged for your convenience in handling.



They're Available! They're Profitable! Get Them from Your Regular Supplier

No. N61-336 Rubber Roller Catch

Inexpensive, yet remarkably effective in operation. Fills the bill perfectly in a wide range of applications. Quiet, flexible. Has two free-wheeling rubber rollers. Sturdily built to last. Rust resistant finish. Strike has marker prongs to simplify installation. Careful inspection proves this to be the finest rubber roller catch on the market. It's envelope packaged.



NATIONAL LOCK COMPANY

Rockford, Illinois - Merchant Sales Division

Distinctive Hardware... All from 1 source



BUTT HINGES

*Prime coated
over
Bonderized
Steel*

MCKINNEY

MANUFACTURING COMPANY

1400 Metropolitan St., Pittsburgh 33, Pa.



Quality Hardware Since 1865

soldiers bumped off a plane to make room for a couple of dogs flown from Africa to Hollywood for the temporary flame of one of the White House prances?

You remember, too, the virtual subsidy on mobile assignation through taxi-cab gas when you were denied even limited business mileage, no matter how important, for your own car. And—sorry, I've already mentioned the Washington-Kansas City funeral flight when gas was forbidden ordinary mortals "for use in attending funerals or the bedside of sick relatives."

And you must have read of the large tonnage of sugar confiscated in Louisiana and sold in large quantities by the government itself to the highest bidders at several times the "ceiling" price. Would that be called an official Mulatto market?

Now you know what I mean when I say that any forthcoming regulations, to be successful, must reflect some degree of common sense coupled with sincere, honest administration.

To get us out of the present mess we can't meekly give a free hand to those who got us into it. Let's give full support and encouragement to the senators and representatives who have shown ability and sincerity. They need and want our help. That help includes vigilance over local governments, work on local boards and committees, jury service, etc.

And remember, the core of our freedom is the ballot box. Forget party names which no longer have a meaning. See that your family and friends vote in every election. Vote only for candidates who are worthy of the trust and capable of the task. Then will our freedom again be secure. Then will America find her way out of the wilderness.

There's much work to be done. Let's face the facts and get at it, for government still is what we make it.

God save America from the apathy of her people.



Wholesale Management

(Continued from page 61)

day, the 29th of the month.

There are other advantages to having this type of information available each month. I want it recorded here with a great amount of emphasis that it is my positive opinion a hardware wholesaler,

America's Most Versatile Lawn Mower - Quality Built - For Long Life



A Southern Product For Southern Homes



Powered by light weight air cooled engines in two sizes —
plus many other outstanding features.

A few choice franchises available in the Southeast. Write, wire or phone
for complete details. Southeastern sales record speaks for itself.

CLARK MANUFACTURING COMPANY

Tel.: Atlanta, Ga. — CRescent 3361

DECATUR, GEORGIA

300 MELVILLE ROAD

CLARK MANUFACTURING COMPANY, 300 Melville Road, DECATUR, GEORGIA

Gentlemen:

Please send descriptive folder and dealer franchise information on Clark Rotary Mowers.

NAME _____

ADDRESS _____

CITY _____

STATE _____



the man- BEHIND THE MAN... ...BEHIND THE COUNTER

■ You don't know this fellow . . . but he knows you. He's the man at Lamson & Sessions who makes the Lamson fasteners you sell. And right now he's working day and night to keep Lamson customers happy.

But it's a big order, because no matter how fast he turns out fasteners, Lamson's good customers are waiting in line for more.

Yes, the push is on . . . again. We hope it won't affect you too much. But if your orders are delayed, or if you can't get the types of fasteners you need immediately, remember that "the man behind the man behind the counter" is doing the best he can to satisfy you.

The LAMSON & SESSIONS Co.

General Offices: 1971 West 85th Street • Cleveland 2, Ohio
Plants at Cleveland and Kent, Ohio • Birmingham • Chicago



using this system, will get a 2-to-1 better turnover on merchandise because he will know at all times what he has, where his weak spots are if any and what his profit position is.

Also, with this system, in my case at least, I know when I am overloaded in any branch of the business. I also discover, without much delay, any dead stocks that are present in the business. Therefore, I am in position to do something about a dead stock before it has become a drag on the business. And another thing the system does is spotlight any mysterious disappearances of merchandise. We have had some experience with theft of merchandise from inside the organization, but this cannot go on for long undiscovered.

As anyone might by now suspect, this form is also valuable for a year-end summary. We use it for another purpose at the end of the year, too—for figuring turnover, a simple procedure; and we use the same form again to keep a daily record on the performance of salesmen. If a salesman is neglecting any particular department, this neglect will soon manifest itself on his record.

When this system of mine was introduced in 1932, our bookkeeping department told me that it was impossible to keep records that way. But from my experience in bookkeeping I knew it could be done. I had experimented with the system carefully and I knew it would produce for me and management, information about the business that would mean the difference between operating at a loss and operating at a profit.

So I instructed the bookkeeping department that, whether it could be done or not, it would have to be done. And it has been done, without any great burden on anyone.

This system originates, of course, with the orders that arrive each morning. Here I shall digress to comment that I insist on opening the orders myself, and there are two reasons. First, I want to give each order a credit rating. Second, and more important, if I open the orders I don't miss any complaints, if there are any.

When I have finished with the orders I route them through our PBX operator, who does a portion of our clerical work. At this point each order gets a number before going to the shipping department.

After the orders are filled the

What's in a...

NAME?



Baker

Painters have learned that the name and trade mark "Brush By Baker" on any paint brush means :

*A paint brush manufactured by the finest brushmakers in the entire industry

*A paint brush that is guaranteed by the Baker Brush Company, Inc. to give you every satisfaction and service you have learned to expect from this family of only "The Finest Painting Tools."

A guarantee that every paint brush user can rely upon because it is supported by the Baker Brush Company's entire 50 year reputation for Quality, Honesty and Fair Dealing.

BAKER BRUSH COMPANY
INC.
Manufacturers of the Finest Painting Tools
83 Grand Street, New York, N. Y.

AMERICAN

COLD STRAND

REG. U. S. PAT. OFF.
INSECT WIRE SCREENING

Look for the Gold Strand woven into the selvage. Always your assurance of the best in insect wire screening...long-wearing, reliable screen cloth that is precision manufactured to most rigid standards of testing and inspection.

Gold Strand wire screening is supplied in Galvanoid (steel electro-galvanized after weaving), Aluminum and Bronze—a grade to suit every purse and purpose. Sample folders and a useful booklet "Surface Tables and Retail Sales Prices" are available upon request for distribution to your dealers. Write for them today.

Of course, Gold Strand Screening is manufactured in strict accordance with U. S. Dept. of Commerce Standard CS-138-49



AMERICAN WIRE FABRICS CORPORATION

Subsidiary of THE COLORADO FUEL and IRON CORPORATION

500 Fifth Ave., New York 18, N. Y.

In the East—Wickwire Spencer Steel Division, 500 Fifth Ave., New York 18, N. Y.
In the West—The Colorado Fuel & Iron Corporation, Denver 1, Colorado
On the Pacific Coast—The California Wire Cloth Corporation, Oakland 6, Cal.

Sales Offices in Key Cities Everywhere



information comes back to our bookkeeping department and in this department all the extra work necessitated by this system is performed by one lady employee, who has the title of statistician. She accumulates all this information and reduces it to the form as shown. She has enough time left to extend all the tickets before they are billed, so it cannot be said that my system entails a burdensome amount of accounting.

We use two other reports that also have high value. One is a daily report on the total of sales, the other a weekly report on the same activity. Wednesday's report, for illustration, would arrive at my desk by noon and would give me the total of sales to date, then the total of sales to the close of business the previous day. The weekly report, naturally, would be merely a continuation of those figures.

But the summary sheet, wherein the business is broken up into 14 departments, gives me a compact and graphic picture of the business each month. For us, that monthly summary is the key to what I consider rather satisfactory operation over a long period of years.

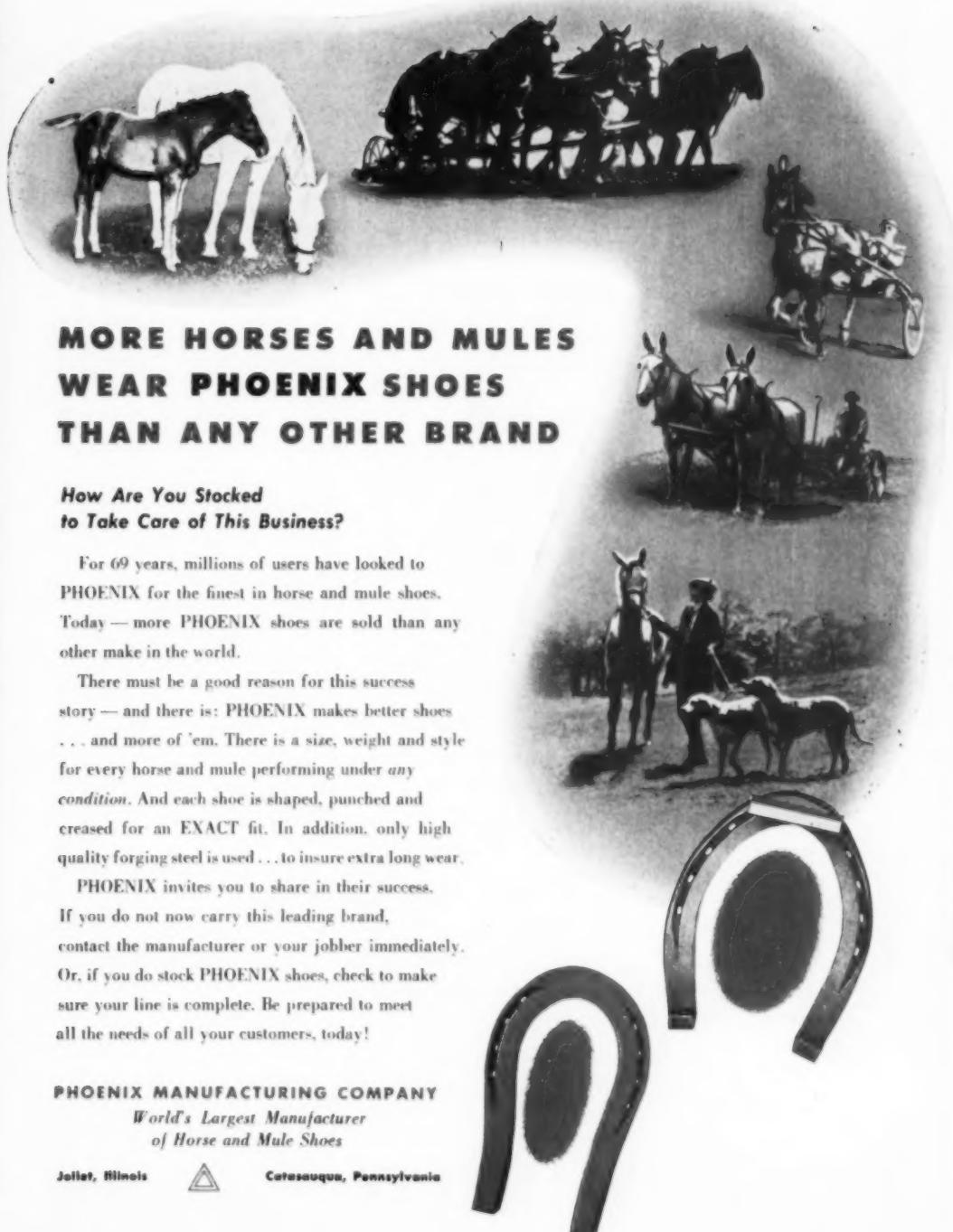
I know that our expense of doing business and our profit, both before and after taxes, compare quite favorably with the figures of other hardware wholesalers. And I don't hesitate to advance the very positive opinion that this system is responsible.

Without hesitation, I recommend it to other wholesalers. I would be glad to see it copied and installed by anyone who wants it because I have used it for 18 years and I know it takes the guesswork out of the wholesale hardware business.

The strongest recommendation I can make is a repetition of a statement made earlier in this article—I simply wouldn't try to run a wholesale hardware business without this system.

Allocation Problem

(Continued from page 59) person, and with no one else given access to the room. Inside this room might be a bin for each salesman, numbered, or carrying his name. Once a week the sales manager would notify each salesman what merchandise had been received and was available for his orders. Orders would then be filled for each salesman as they



MORE HORSES AND MULES WEAR PHOENIX SHOES THAN ANY OTHER BRAND

How Are You Stocked to Take Care of This Business?

For 69 years, millions of users have looked to PHOENIX for the finest in horse and mule shoes. Today — more PHOENIX shoes are sold than any other make in the world.

There must be a good reason for this success story — and there is: PHOENIX makes better shoes . . . and more of 'em. There is a size, weight and style for every horse and mule performing under *any condition*. And each shoe is shaped, punched and creased for an EXACT fit. In addition, only high quality forging steel is used . . . to insure extra long wear.

PHOENIX invites you to share in their success. If you do not now carry this leading brand, contact the manufacturer or your jobber immediately. Or, if you do stock PHOENIX shoes, check to make sure your line is complete. Be prepared to meet all the needs of all your customers, today!

PHOENIX MANUFACTURING COMPANY

*World's Largest Manufacturer
of Horse and Mule Shoes*

Joliet, Illinois



Catasauqua, Pennsylvania



NO, it is a close-up of the cutting head of a FLETCHER Automatic Glass Cutting Machine.

It contains a glass cutter, a tension adjustment for correct cutting pressure, a glass cutter release for raising the mechanism and a breaker for severing the salvage glass. It is fully equipped with ball bearings.

If you experience any difficulty in cutting flat glass, be sure to investigate these easily operated machines.

An installation in your store will enable your clerk to cut glass to your customer's specification.

THE FLETCHER-TERRY CO.

500 SOUTH STREET • FORESTVILLE, CONN.

were received, so long as the items were available in his bin.

In some cases, small allocated items were delivered directly to or shipped to the various salesmen and charged to them. As they made distribution among their dealers, the salesman was credited for critical items as a customer was charged for them.

Where the sales manager decided to limit the quantity of an item which any dealer might receive, rather than allocate it, the critical merchandise went into the locked room and then orders were filled in rotation in quantity not to exceed the designated limit. In such case the sales manager had to watch the orders and the stock and try to notify the salesmen so they would stop accepting orders when the entire shipment had been used up.

The foregoing comments cover the problem of allocations as we understand it has been handled by the wholesale hardware trade generally. I might conclude with some specific comment about how this problem has been and will be handled by King Hardware Co.

Records

First, we keep a record of our customers' total annual purchases, on a dollars-and-cents basis, on individual sales cards. We have kept this information for many years.

Also, of course, we have records of monthly and annual sales of each salesman. This record is divided into two groups only, hardware and automotive. We know how much of each major group each salesman sells every month and every year.

Further, we keep a quantity record, for each salesman, showing how much he has sold of each of the following items: axes, guns and rifles, wheel goods, aluminum ware, screen wire, electric ranges, bicycles, automobile batteries, shells, hand lawn mowers, power lawn mowers, rubber hose, garden tractors, pocket knives, poultry netting, roofing, paint, paint brushes, ice cream freezers, stoves and ranges, stove pipe; wood, oil, coal and gas heaters; foot ball and basket ball goods, skates, spark plugs, flashlights, automobile heaters, automobile jacks; also a record of fishing tackle, in dollar volume.

Our general plan, in this period of merchandise shortages, will be to allocate merchandise to our salesmen in proportion to their

"Puts it ANY place he wants — he must have a STEPGLASS® Rod!"

STEPGLASS®
ROD

**BEST IN GLASS
FOR PERFECT CASTS**

A new rod...with a new action that will amaze you! Exclusive step-taper tip has live power for distance with light lures — and backbone for accuracy and to set hooks solidly. Five lengths: 4 ft. to 6 ft. \$19.95. Other solid glass casting rods \$7.95 to \$18.95.

NEW! JOINTED EXPLORER®
Tantalizing action gets results! Travels deep. Weight 1/2 ounce. \$1.50. "Firelacquers" \$1.40.

NEW! IT'SADUZY®
Fish can't resist it. Semi-weedless. Travels shallow or deep. Wt. 3/8 oz. \$1.25.

SOLID Glass Tip
NO SET OR BUST

FREE! Write now for '51 issue of "Fishing—What Tackle and When." SOUTH BEND BAIT CO. 500 High St., South Bend 23, Ind.

SOUTH BEND
A Name Known in Fishing

These
Advertisements
Will Appear in

**MORE THAN
6,500,000**

Copies of

**OUTDOOR
PUBLICATIONS**

that

**Your Customers
Read...**

**Be Sure
to Have
this Tackle
when They
Ask For It...**

**See Your
Jobber Now**

"That SUPER SNOOPER® Sure Fooled Me, Mac!"

**NEW BAITS
FOR THE BIG BOYS**

Only a fish could tell you how these new baits really fool the big boys. It's their tantalizing actions—their life-like finishes that make them so different. Get them...if you want fish you can really brag about.

**"FIREMOLD"®
SUPER SNOOPER®**
Darting, diving surface bait. Fluorescent "Firepowder" molded in plastic body. Wt. 1/2 oz. \$1.35

EXPLORER®
Fish can't resist it. Travels medium to deep. Wt. 1/2 oz. Regular and jointed \$1.25, \$1.50. "Firelacquers" \$1.35, \$1.60.

GOPLUNK®
"Pops" and "plunks" to baffle bass. Great for night and surface fishing. 3/8 oz. 4 finishes. \$1.50.

FREE! Write for '51 issue of "Fishing—What Tackle and When." SOUTH BEND BAIT CO. 500 High St., South Bend 23, Ind.

SOUTH BEND

SELL MEASURE WITH LUFKIN

A NEW LUFKIN SALES STAR!
MEZURALL "10-FOOTER"
CHROME-CLAD TAPE-RULE No. C-9210

CHROME-CLAD BLADE
EASIER READING
LONGER WEARING
SELF-ADJUSTING END HOOK
REPLACEABLE BLADES

EASY TO READ MARKINGS THAT ARE DURABLE

Now you can get more Tape-Rule sales by stocking the new Lufkin Chrome-Clad Mezurall "10-Footer" . . . the extra length Tape-Rule that customers everywhere have been asking for!

DESIGNATED AS THE C-9210, THIS NEWEST ADDITION TO THE FAMOUS MEZURALL LINE OFFERS:

- Exclusive Lufkin Chrome-Clad non-glare satin finish will not crack, chip, peel, rust, or corrode.
- Black markings stand out sharply against chrome-white background.
- Self-adjusting end hook for accurate butt-end and hook-over measuring.
- Replaceable 10-ft. length blades. Patented safety catch simplifies changing blades.
- Improved, heavily plated case—Inset side plates in attractive red and white.

THE "10-FOOTER" IS PRE-SOLD FOR YOU!

Start placing your orders for the C-9210 at once. Profit from the big supporting advertising program that will blanket the nation with ads reaching more than 40,000,000 reader-prospects in the Roto Sections of leading Sunday Newspapers, in Industrial Trade Papers, and other Consumer Publications. These ads will be hard at work—"pre-selling" the new Lufkin "10-Footer" for YOU!

Specify C-9210 Chrome-Clad 10-ft. Mezurall. Also available with nickel plated blade, specify No. 9210.

SELL LUFKIN

**TAPES • RULES
PRECISION TOOLS**

THE LUFKIN RULE CO.

SAUGINAN MICHIGAN • New York City • Barrie, Ontario

total volume of sales—total volume for hardware if it is a hardware item, or automotive if it is an automotive item. Further, our allocations will be modified somewhat, in accordance with our records of salesmen's activities on certain lines.

We'll try to make it our business to see that some customers are not neglected unduly while others are unduly favored.

To the extent that the allocation plan may seem to favor the preferred accounts, we expect to vary that procedure by distributing certain items on the limitation basis. Under such plan, of course, the small dealer is favored; for a half-dozen of a certain item may be all he needs, while for the big operator six would mean little.

Yet, the same as other wholesalers, we could not be expected to give much consideration to would-be customers who took our critical merchandise during the last period of shortages and then forgot about us as soon as merchandise became plentiful again.

It will be our plan to have a locked room for small items of critical merchandise, with individual bins for our salesmen.

We have always operated an open warehouse and, in normal times, have tried in every way possible to get our dealers to come into our warehouse and go through it with our house salesmen. During the last period of shortages it was necessary to keep our own traveling men out of our warehouse. But we never closed the warehouse to our customers. This meant some difficulties — more particularly since, as will be noted later, we operate our own retail division. But we believed it would be better to let our dealers come in and see for themselves how we were handling this allocation problem.

In common with many other hardware wholesalers, we have a somewhat more complex problem of handling critical merchandise since we have a retail division, operating a number of retail stores in the Atlanta area. In addition to some 25 to 30 wholesale salesmen calling on the dealer trade, we have one salesman calling on our own stores.

Through long years of experience, we know almost exactly what proportion of the total volume on any given item normally goes to our dealer trade and what proportion is distributed through our

Recommend and Sell

DURALL

America's Fastest-Selling
ALUMINUM TENSION SCREEN

over 2,000,000 now in use!



NATIONALLY ADVERTISED



Each Durall screen is
attractively packaged in an individual,
compact container — handy for storage!

SEND COUPON TODAY!

NEW YORK WIRE CLOTH CO., Dept. SH-4
445 Park Avenue, New York 22, N. Y.

Please send me:

- Full information about DURALL
- Free newspaper mats, folders, etc.

Name _____

Address _____

City _____

State _____

STOCK THE

Leader
... in constantly
improving quality
and performance

HOLD-E-ZEE

The Original
Automatic Grip
SCREWDRIVERS

... the leader, too, in increasing sales and customer satisfaction, as thousands of experienced hardware men know. In addition to the famous Gripper, Hold-E-Zees feature extra values in chrome vanadium blades, hand ground bits, transparent, unbreakable handles and the fine finish typical of fine tools . . . quality unsurpassed—performance unequalled.



own stores. On some items our stores might not distribute more than one or two percent of the total; while in the case of some specialty items, the proportion distributed through our own stores may normally go as high as ninety percent.

Allocations of critical merchandise are made by our own wholesale buying and sales departments. The retail merchandise manager or the salesman calling on the retail stores is given the allocation for our retail division. Then this allocation, in turn, is divided among the individual stores.

In a period of merchandise shortages a wholesaler operating a retail division is in a somewhat vulnerable position. For there is likely to be a perfectly natural suspicion that he is favoring his own retail outlets. Accordingly, we have felt it necessary to lean over backwards to be entirely fair to the dealer trade in handling our allocations. Our own stores claim that they are merely "step children" and are constantly out of critical merchandise because they have not received the amounts to which they are entitled. In fact, during the last period of shortages we notified our stores that we could not hope to take care of their requirements, and we authorized the retail division to keep men in northern buying centers, shopping from both manufacturers and wholesalers, to try to take care of their needs.

Basically, the problem of allocations which now faces us is the same as it was during the recent war. Yet, there will be some differences. For one thing, unless we get into an all-out war there will be no such serious shortages of merchandise as we experienced before.

As in the previous period of shortages, it will be our policy to be extremely careful about taking on any new accounts. Yet, we feel that we will owe some obligation to new defense projects developed in our territory—such as the du Pont project in South Carolina—and to plants converting to defense work.

With shifts in population caused by such developments, we may find it advisable to take on some new dealer accounts, and to give special attention to the needs of established accounts in defense areas. Our principal problem, however, will be to allocate scarce merchandise as equitably as pos-



One reason why Victor Blades are uniformly excellent, uniformly approved by your customers, is this machine that almost thinks. First, it rounds the ends of the blades and punches the holes in the ends. Then it stamps in the brand, sets the teeth for side clearance, rolls out the set at the extreme ends for snug fit in the frame, and finally bundles the blades for heat treatment in Victor's molten lead bath. Most important of all, even the slightest imperfection or trace of dirt on a blade stops the machine cold—causes immediate rejection of the imperfect blade. Stress this fact to your customers—once they've used Victor they'll believe you—come back for more.

VALUABLE SALES AIDS BACK UP VICTOR QUALITY



Unbreakable Special Flexible Assortment No. 43—3 blades on combination stand-up display and bin card.

Metal Cutting Display Card Assortment No. 166—hold 10 shatterproof high speed Molyflex blades.

Wall Chart—all the facts on hacksaw blade selection and use. FREE.

Metal Cutting Booklet—free pocket-sized guidebook full of information on hacksaw blades.

National Advertising—eight leading trade journals hit more than 450,000 important customers every month!

Complete Line—hand and power blades, frames and bands. All steels, tempers, pitches and sizes. Steelize Metal Marking Crayons.

NOW AVAILABLE!

"BLADES OF GOLD"—sound slide film for distributor sales meetings.

VICTOR

SAW WORKS, INC. Middletown, N.Y., U.S.A.
Manufacturers of Hand and Power Hack Saw Blades,
Frames and Metal Cutting Band Saw Blades

Handy Coils

NEW SALES...
NEW PROFITS

1/4 INCH



5/16 INCH



3/8 INCH



1/2 INCH



4 POPULAR SIZES "AMERICAN BRAND" PURE MANILA ROPE
15 LBS. OF ROPE IN EACH BOX—100 FT. CONNECTED COILS

Increased Sales—More impulse sales from counter displays of product.

More Profit—Sold with less effort. No uncoiling, no measuring, no weighing, no re-coiling.

Customer Appeal—Attractive package! Convenient put-up! Counter display suggests need!

Save Space—Boxes stock compactly. Easy to handle.

AMERICAN MANUFACTURING COMPANY

Brooklyn 22, N. Y.

Branch Factory: ST. LOUIS CORDAGE MILLS, St. Louis 4, Mo.

Sale Office: Boston, Chicago, Houston, New Orleans, Philadelphia, San Francisco

ROPE • TWINE • OAKUM • PACKING • ELECTRICAL AND CARPET YARNS

--Act Now! GET FULL INFORMATION!--

AMERICAN MANUFACTURING COMPANY
Noble & West Sts., Brooklyn 22, N. Y.

Please send complete information about HANDY COILS.

Name_____

Company_____

Address_____

City_____ Zone_____ State_____

S.H.



**The Story of
Family Fun
with
SOUTH BEND CROQUET!
is being told to
3,000,000
FAMILIES
in
HOUSEHOLD
and
PARENTS'
magazines**

SALES REPRESENTATIVES

East—Julius Levenson, 7 East 17th St., N.Y.
South—Louis Williams & Co., 3rd National
Bank Bldg., Nashville, Tenn.

Midwest—South Bend Toy Mfg., So. Bend, Ind.
So. Calif.—S. W. A. Person Sales Company,
730 W. 10th Place, Los Angeles 15, Calif.
No. Calif.—Standard Toy Agencies, 718 Mission,
San Francisco, Calif.

Denver & Pac. W.—Leo Scherrer, 2840 W.
93rd St., Seattle 7, Wash.

Export—Affiliated Exporters, Inc., 10 East
34th Street, New York City

SOUTH BEND TOY MFG. CO.
SOUTH BEND 23, INDIANA

SOUTH BEND
Croquet

sible to our customers, on the basis of their previous purchases from us and with due consideration to their special needs.

We believe this expresses the policy of the wholesale hardware trade in general.

Because of their adherence to an equitable policy of distributing scarce merchandise, hardware wholesalers generally received much commendation for their services to the retail trade in the last period of shortages. It may be expected that they will operate just as carefully and fairly in the period of shortages which we now seem to be entering.

**Making Tackle a
Major Line . . .**

(Continued from page 63)

ness on such merchandise as harness, many agricultural items, automotive accessories, etc. Hence the need of developing such lines and departments as fishing tackle and other sporting goods—also such lines as housewares, radio and television. We must give aggressive attention to such profitable specialties as may be sold to advantage in this business if the hardware trade is to hold its own in competing for the consumer's dollars.

In our business, we are still in the process of developing the sporting goods department. We do a very lucrative business in guns and ammunition; which, of course, most hardware wholesalers regard as among their most important lines. But the extent to which we have developed the fishing tackle department may be evident when I say that our tackle volume is now more than double our volume on guns and ammunition. For this reverses the usual ratio in the wholesale hardware trade.

(Editor's note: A trade survey published in the March 1948 issue of SOUTHERN HARDWARE gave firearms and ammunition credit for 42% of the hardware wholesaler's sporting goods sales dollar, as compared with fishing tackle's 15%.)

We contemplate the further expansion of our sporting goods department as soon as conditions will permit. We expect to add such other sporting goods lines as baseball and tennis supplies and playground equipment.

We are enthusiastic about the sporting goods business. We commend it to the attention of other

for **BIGGER Profits...**

VICTOR
sell the brands
that people know



VICTOR STEEL TRAPS

Many styles designed to catch and hold each type of fur bearing animal. No. 2 Double Spring trap shown.

**VICTOR MOUSE
and RAT TRAPS**

Easy to set, quick-catch action. Victor Holdfast, Auto-Set, 4-Hole Choker, Little Champ and Easy-Set Traps are popular profit builders. Victor Mouse trap shown.



**TRUMP
GARDEN TOOLS**

Gardeners want Trump trowels, forks, cultivators, transplanters and weed cutters. Trowel shown.

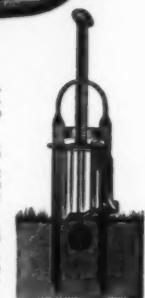


**VICTOR VERI-LITE
DUCK DECOYS**

Waterproof, light weight, perfectly balanced and very lifelike. The decoy that satisfies experienced duck hunters.

VICTOR MOLE TRAPS

A sure, sensitive 6-prong spear type trap that kills moles. Rust-resistant coating on trap. Easy to set.



VICTOR GOPHER TRAPS

Sturdy and rugged construction. Simple to set; swift to release. Used by U.S. Government Agencies.



* Make sure you always have a complete stock of these selling brands. Order today from your wholesaler for the coming selling season.

ANIMAL TRAP COMPANY OF AMERICA
Linn, Pa. • Pascagoula, Miss.



Ted Williams

to help bring you
even more salable



Bristol
THE HORTON BRISTOL MFG. CO.

FISHING TACKLE

WHEN EARLIER this year it was announced that Ted Williams had teamed up with BRISTOL that news was filled with profit-significance for everyone who sells this famous fishing tackle.

A great baseball star, Williams is an equally brilliant angler. In knowledge, skill, experience relating to all types of fishing in every section of America, Williams is equalled by few and surpassed by none.

Now, as BRISTOL's fishing tackle consultant, Williams will make great contribution to the even further betterment of this already top-quality tackle . . . a contribution that should be reflected in increased sales and profits for all those who stock and feature the excellent rods, reels and lines, designed and made by BRISTOL.

★ Send 10¢ for the above Ted Williams photograph.

The Horton Bristol Manufacturing Co., Bristol, Conn.
... Originators Of The Steel Fishing Rod

SOUTHERN HARDWARE for APRIL, 1951

KLEINS



Good workmen know that the quality of the work they do depends in no small measure upon the quality of the tools they use. Kleins were made for men who know and appreciate the finest in pliers. The highest quality drop forgings—the most careful tempering throughout—the individual testing and inspection of every pair—the carefully honed knives—all add up to pliers that last longer, do the job better.

Klein Pliers are made in a wide variety of styles and sizes to suit every job. Be sure you have a representative selection of these famous tools in stock to care for your customers who appreciate and want the best in pliers.

Distributed Through Jobbers

Foreign Distributor: International Standard Electric Corp., New York



The Klein Pocket Tool Guide shows the many sizes and types of Klein Pliers and contains valuable information on other Klein products. A copy will be sent without obligation.

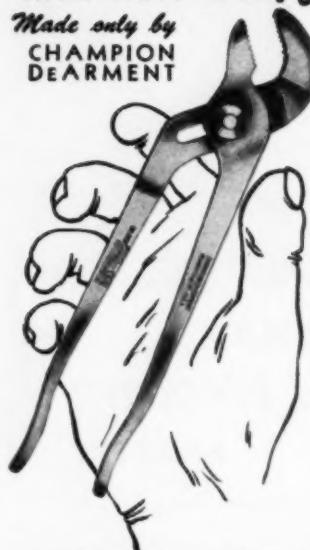


Mathias KLEIN & Sons
Established 1857
1220 BELMONT AVENUE CHICAGO 18 ILLINOIS
Chicago, Ill., U.S.A.

hand him
CHANNELLOCK

and he'll Buy!

Made only by
**CHAMPION
DEARMENT**



And who wouldn't? For Channellock pliers are the finest to be bought... or sold. Channellock pliers have been known for years as a highest quality tool made by Champion DeArment, long recognized as synonymous with quality and craftsmanship.

Check the features — Longer Wearing, Closely Spaced Adjustments, No Wear on the Joint Bolt, Self Cleaning—these plus the skill and experience of more than 65 years make Channellock the finest.

When your customer relies on your judgment you can recommend Channellock pliers proudly. Hand him Channellock and he'll buy.

And remember, ONLY Champion DeArment makes Channellock. Send for Catalog D3 today.

CHAMPION DEARMENT TOOL CO.

Meadville, Pa.

Channellock pliers are listed in the Yellow Pages of most telephone directories under "Tools."



hardware men as a business which responds quickly to intelligent sales promotion effort. And since fishing is the most popular of all sports, we feel that fishing tackle is a line which should be given major attention in the merchandising programs of hardware distributors and dealers.

**Selling Is An
All-Time Job**

(Continued from page 66) imaginable container to take away his ten free baby chicks. Before the day was over he had sold all of his starter feed and by 10:00 o'clock next morning he had sold the second thousand baby chicks for ten cents each.

This was an advertising scheme that had cost him nothing because he got back the one hundred dollars that he had paid for the two thousand chickens. In addition, he had perhaps a thousand people visit his store during the two days, many of whom made purchases that increased his sales volume and added substantially to his profits.

Sometimes we cannot "see the forest for the trees." Frequently a merchant is so involved in the daily routine of his business that he doesn't get around to planning sales promotions, and he is likely to welcome such new ideas as the foregoing. When he receives information and ideas from one of our salesmen, he is grateful and considerate, and he shows it by his future purchases from our salesmen.

Yes, indeed, we should curry favor all the time, spread good will, be courteous, be resourceful—all of which is actually selling.

**Better Packaging of
Hardware . . .**

(Continued from page 64) pecially in the 96" size. We have had to order extra cartons from the lamp manufacturer to be used in repackaging fluorescent lamps. This is the most economical way we have found to do the job.

If the incandescent and fluorescent lamp manufacturer would carry out a better packaging program on the most popular size lamps, we feel sure their profits would increase, and the wholesalers' and retailers' profits would increase.

When manufacturers change their full shipping case quantities

**TOPS IN
POPULARITY
and
PROFITS**



STAR
Molyflex



Here's the hacksaw blade that's zooming profits for distributors and dealers the country over. STAR Molyflex delivers a better cut every time even when it's used in a tyro. Unbreakable when used in a frame, STAR Molyflex is the high speed blade you can sell to everyone. The customer gets longer life, better cutting qualities—you get four times the profit per blade sold. Test prove STAR Molyflex cuts 23.8% more metal than the average of leading high speed flexibles.

**HERE'S A BETTER
METAL-MARKING CRAYON**

Steelzine Crayons mark clearly on hot, cold, damp and grimy metal—withstanding pickling but won't affect enameling. Packaged for counter sales.



**CASH IN WITH STAR
SELLING AIDS**

Month after month Clemson sells Molyflex in leading industrial papers. In addition, Clemson supplies you FREE with the famous wall charts and metal cutting booklets that really help your customers do a better metal-cutting job. PLUS—No. 166 Counter Display Cards, holding 10 Molyflex Blades; No. 45 Display Cards that sell 3 unbreakable special flexible blades at a time. Order from your jobber TODAY.

CLEMSON

BROS., INC.

Middletown, N. Y., U.S.A.

Makers of hand and power hacksaw blades, frames, metal cutting band saw blades and Clemson Lawn Machines



They'll be lining up for H-I Lines again! Next month, color page advertisements in leading outdoor magazines — and plenty of supporting black and white space — will resell fishermen in your town on H-I Lines. They'll be asking for smoother casting, longer lasting H-I Lines. They'll want lines that can't kink, swell, waterlog or become tacky — and they'll count on their H-I dealer to fill the bill!

Feature H-I Lines next month. There's extra profit in a complete selection — and H-I lets you offer the best value — nylon or silk — for every fisherman and every kind of fishing.

Free Display Units



H-I Lines, H-I Power Glass Rods, Registered Rods — the whole H-I Line is dramatized in these eye-catching, effective display units. See your H-I man, or write us direct.

HORROCKS-IBBOTSON CO.
UTICA, N. Y.

Manufacturers of the Largest Line of Fishing Tackle in the World

SOUTHERN HARDWARE for APRIL, 1951

TURNER

80th ANNIVERSARY LINE

QUALITY SINCE 1871



No. 30-A



No. 206-A



No. 39-A



No. 92-A



No. 59 Gasoline
No. 60 Alcohol



Turner's complete line of blow torches... from the top-quality Double-Jet burner to a handy little half-pint model for the home craftsman... gives you a range of torches ideally suited for every use and in every price classification. Several models feature Turner's exclusive "Carburetor Control" ... each one is built to exacting specifications for quality and performance... each one is actually burn-tested before final check-out at the factory. Again this year — as in the past — you can look to Turner's 80th Anniversary line of torches (and fire pots, too) for the acknowledged product leadership that wins money-making sales and satisfied customers for you!

See Your Jobber

THE TURNER BRASS WORKS

STACMORE ILLINOIS
Since 1871

Cheney

nail holding hammers

Mr. Dealer:
...use this pennant



Sales Representatives:
JOHN H. GRAHAM & CO., INC.
New York, N. Y.
SAMWOOD BROTHERS
Chattanooga, Tenn.

The new Cheney nail pennant shown above creates interest and sells your Cheney Nailers. Attractive orange background glows in the light and attracts attention to the exclusive Cheney Nail Holding Device that saves time and effort for the user. You will find your pennants in your Cheney Nailer cartons—use them.

HENRY CHENEY HAMMER
CORPORATION
LITTLE FALLS, N. Y.

to meet the average dealer's requirement, it is the job of the wholesaler's buyer to inform the salesmen what has taken place and how it will help them make more sales with less expense. Many salesmen make an effort to sell merchandise in full case quantities while others overlook this opportunity of increased profits and fast-er service.

Today as in times past the members of our Southern Wholesale Hardware Association's committee on packaging will be glad to receive suggestions on better shipping unit packaging, from wholesalers or retailers.

Manufacturers are invited to submit their packaging problems to us and we will, to the extent that time permits, try to have special studies made to determine the quantities in which their merchandise should be packed in order that shipments may move through to the dealer with a minimum of broken packages.

Palm Beach Convention

(Continued from page 65)

Multilith Process
Why the Wide Range of Selling Expense?
Expense Control
Distribution of Scarce Merchandise
Maintaining a Normal Five-Time Stock Turn

An elaborate entertainment program has been worked out by a Florida committee headed by R. M. Miller, of Miami. The program will include a golf tournament, with L. S. Pickup, of the Stanley Works, as chairman of the golf committee.

Members of the Old Guard will hold their annual dinner on Monday evening, April 9, and their annual meeting on Tuesday morning. The semi-annual luncheon of the X-Club will also be an event of the convention week.

Officers of the Southern Wholesale Hardware Association are: president, Fred C. Barksdale, Brown-Roberts Hardware & Supply Co., Alexandria, La.; 1st vice-president, Charles E. Nash, Nash Hardware Co., Fort Worth, Texas; 2nd vice-president, R. M. Miller, Railey-Milam, Inc., Miami, Florida; managing director, T. W. McAllister, SOUTHERN HARDWARE, Atlanta, Ga. Members of the executive committee are: W. H. Terstegge, Ralph Speer, Jr., Edwin F.

Flato, J. W. Hasson, H. L. DeLoach, C. E. Hamilton.

Officers of the American Hardware Manufacturers Association are: president, George H. Halpin, St. Paul, Minn.; vice-presidents, Richard L. White, New Britain, Conn., R. H. Coleman, Bridgeport, Conn., and Herbert B. Megrue, Harvard, Ill.; secretary-treasurer, Arthur L. Faubel, New York, N. Y.

These Display Ideas Promote More Sales

(Continued from page 71)

the customer must walk. We try to take the customer back to the merchandise, because we find it improves sales per customer. Also, we let customers know that we have particular merchandise in advance of the time they are to need it.

"In many stores, related items are displayed together often. In our layout we have tried to do just the opposite. We depend on suggestion for the sale of related items. If a man wants to buy paint, he naturally thinks of sandpaper along with it. Sandpaper is not shown on our paint counter, but back with the tools. Thus, we get the customer to the back of the store. Also, we have placed the cash register in the rear of the store, rather than the front, so that we can draw the customer back to it, and past the center island displays."

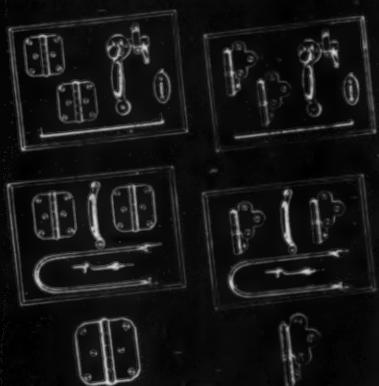
Wall space is used as fully as possible. Even space above the open shelves and bins is used for displaying tools, harness, farm implement parts, and other items. To add to their appeal, the walls are painted in soft shades of green and other pastel colors.

The plow and repair parts are shown on an ivory board, with white letters on a blue background at the top. Each item displayed is tagged with its number and price. Below this display are open, slanted bins, in which parts are stored. Since this parts display was installed, farmers can look up at it and select what they need in the way of plow parts.

Not far from the display of farm implement parts are displays of seeds, feeds, stock remedies, fertilizer, roofing and siding.

This utilization of every inch of space extends beyond the store's interior to space in front of the building. Here are shown plows, fencing, feed, and other items.

Light
**BUILDERS
HARDWARE**



by GRIFFIN

For more than 50 years Griffin hinges have been known for their fine materials and workmanship. Griffin hinges are part of a wide variety of light builder's hardware . . . quality produced by

Griffin.



Every door needs three!

GRIFFIN-
Manufacturing Company
ERIE • PENNSYLVANIA

SALES OFFICES

45 Warren Street
1639 Fargo Avenue
9344 Woodward Avenue
1125 Woodward Avenue
703 Market Street
917 St. Charles Avenue
308½ North Harwood
4524 East 68th Street
785 North President Street
4638 Nichols Parkway
2611 Garrison Boulevard
1620 Garfield Street

New York 7, New York
Chicago 26, Illinois
Detroit, Michigan
Boston, Massachusetts
San Francisco 3, California
Atlanta, Georgia
Dallas, Texas
Seattle, Washington
Jackson 6, Mississippi
Kansas City, Missouri
Baltimore 16, Maryland
Denver 6, Colorado

one
thing
dealers
know . . .

the easiest
to
sell
is

Homko

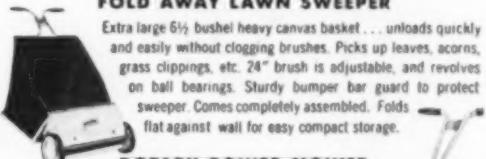
POWER MOWERS and LAWN SWEEPERS

NEW MECHANICAL CLUTCH

Amazing new clutch control. Mower operates simply by raising or lowering the handle . . . stops of its own accord when operator lets go of handle. Clutch can also be locked permanently engaged for continuous operation. Throttle control for various speeds is conveniently located near the handle grips. Powered by nationally known, 4-cycle air-cooled gas engine.

FOLD AWAY LAWN SWEEPER

Extra large 6½ bushel heavy canvas basket . . . unloads quickly and easily without clogging brushes. Picks up leaves, acorns, grass clippings, etc. 24" brush is adjustable, and revolves on ball bearings. Sturdy bumper bar guard to protect sweeper. Comes completely assembled. Folds flat against wall for easy compact storage.



ROTARY POWER MOWER

Extremely maneuverable . . . well guarded. Air foil shaped blade gives smooth 19" cut to fine lawns. All steel frame with removable blade guard to cut high grass and weeds. Cutting blade of tempered tool steel. Large ball bearing wheels. Powered by nationally known 4-cycle air-cooled 2HP gas engine. For easy storage handle swings to upright position.

Also, new HOMKO Trimmer type Rotary Power Mowers.

demand dependable HOMKO
...TRULY A QUALITY PRODUCT

NATIONALLY
ADVERTISED

MANUFACTURED BY
WESTERN TOOL & STAMPING CO.
A LEADER IN THE LAWN MOWER FIELD

2725 SECOND AVENUE DES MOINES 13, IOWA

in Bow Saws



STEEL TELLS THE STORY!

If there's one tool where steel spells the difference between satisfaction and strong language . . . that tool is a Bow Saw. That's why generations of men who knew, looked for the world famous "Fish & Hook" Trade Mark on the Bow Saws they bought. In this respect times haven't changed, because there is only one Sandvik Swedish Charcoal Steel quality . . . the finest! That means a keener edge, faster cutting, longer lasting, and less sharpening. Naturally, such blade superiority deserves the best in frames, and it gets just that in Sandvik Bow Saws. In the Model #8,

designed for heavy bucking, the frame is of seamless Swedish Steel tubing for extra strength and light weight. It is equipped with a tension lever for easy blade insertion, and Sandvik's patented ring blade fastener.

There's a Sandvik Bow Saw to meet every customer's requirements. The "Fish & Hook" trade mark is his assurance . . . and years . . . of true Bow Saw value.

Sandvik Saw & Tool

Division of Sandvik Steel, Inc.
47 WARREN STREET, NEW YORK 7, N. Y.

Departmentize

(Continued from page 68)

The paint department, 1800 square feet, includes a glass section, where all kinds of glass are repaired, cut to sizes, etc. The department also is equipped with two electric paint shakers, as well as a supply of rental equipment for reconditioning floors. Four specialists handle paints and are prepared to meet all questions and supply all materials the homeowner or painter requires.

In the basement, which contains approximately 3,000 square feet of space, are garden supplies, general hardware, plumbing supplies and builders hardware. The two men in the contract builders hardware section are prepared to handle all needs up to 400-500 unit apartment house developments.

Adjoining the basement sales floor is a stockroom, 40 x 90 feet. The second floor of the building, 4,000 square feet, is devoted entirely to stock.

Built in 1938 at a vital intersection of a much-traveled highway in the heart of the town's shopping center, Yeatman's is advertised on two local radio stations, with 21 spot announcements a week, a local and Washington daily newspaper, and by direct mail. Once a month 4,000 postcards or circulars go out, advertising seasonal goods. Window displays are changed every two weeks, with seasonal merchandise again given the spotlight.

"Whatever other factors are essential to a hardware store's success," Yeatman concluded, "well-trained personnel is one of the chief assets. And there is no better way of having well-trained personnel than through departmentization. Specialists take pride in their work."

Seed and Bulb Dept.

(Continued from page 69)

interior displays, advertising, and a monthly bulletin sent to customers by a seed company serve to draw attention to the department.

Ferguson uses a colorful bulb display, worth about \$150 and supplied by a local nurseryman. Built of 3/4-inch plywood, the display has colored pictures of tulips, hyacinths, narcissus, crocus, and Iris, all Holland imports, at the appropriate sections. It can be used for other purposes during the sum-

*Has Everything
Women Go For!*

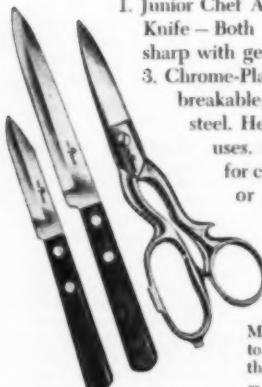


The
BOKER **HANDY**
KITCHEN KIT

Three "MOST USED" Kitchen Tools
in a Handsome Walnut Wall Case

Women can't resist this combination:

1. Junior Chef All-purpose Knife.
2. Paring Knife — Both are hollow ground, razor sharp with genuine pakkawood handles.
3. Chrome-Plated Kitchen Shears of unbreakable, hot drop-forged crucible steel. Here's a tool with a hundred uses. Slip-proof, serrated edges for cutting vegetables, fish, fowl or meats. It's also a bottle opener, nut cracker, screw driver, tack hammer — all in one. Every woman wants it on sight.



Most JOBBERS are in a position to make immediate delivery of this fast-selling item. Order today — you'll make profits tomorrow!



Ask your Jobber, too, about the famous TREE BRAND line of Pocket Knives, Carving Sets, Gift Sets, Poultry and Kitchen Shears, Kitchen Sets, etc.

H. BOKER & CO., INC.

Established 1837

Quality for over a Century

101 Duane Street New York 7, N.Y.



**THE DEALER WE'RE
LOOKING FOR?**

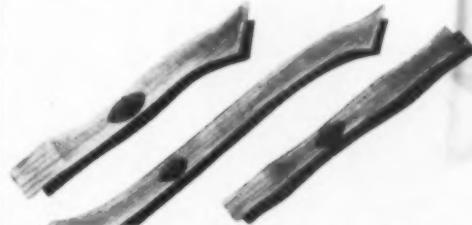
We are looking for a dealer to sell fine selected, precision-made hickory tool handles.

—and you are looking for customers you can satisfy and keep satisfied with tool handles of superior quality.

FLEISCHMANN "Seasoned Hickory" HANDLES feature these outstanding advantages:

- Our handles are tough, strong, and unbreakable in conditions of regular use. No bending or warping.
- Manufactured exclusively from Appalachian Hickory, the finest in North America.
- Our seasoning treatment adds years of service and durability.

SUPERIOR QUALITY IN A PRECISION-MADE PRODUCT ASSURES YOU MORE CUSTOMERS.



Convince yourself! Write for our price list and for samples.

**Fleischmann Handle
Company**

A Division of the Fleischmann Corporation
TOWER BUILDING BALTIMORE 2, MD.
Plant: Rocky Mount, Va.

mer and winter. The nurseryman also furnishes the bulbs and guarantees sales. At the end of the season, Ferguson pays him for the bulbs sold, and the nurseryman is able to plant those that are returned. During the year, however, the nurseryman may withdraw any bulbs he may need.

Close cooperation also is maintained with the principal seed supplier, who shares with Ferguson the expense of advertisements run weekly in the Raleigh newspapers during the spring and fall. These ads, which stress specific items, attract mail order business from a wide radius.

A bulletin on lawn care, published by the seed supplier, is mailed free to the 400 or more persons who have visited the store and signed a register near the door.

Free lending of seed and fertilizer spreaders has been a means of indirect advertising. However, the store sells 25 spreaders a year to persons who prefer to buy their own spreaders.

"In the seed business," Ferguson said, "we don't run into too many problems. One of our salesmen has a good practical knowledge of seeds, and the packages them-

selves give much information. A wholesale house in Raleigh has some good authorities on seeds and bulbs whom we call on now and then. And the monthly bulletin furnished by the seed firm is a valuable source of information.

"During our first year, we didn't handle seeds at all; but I have become more interested in this field than any other," he said.

WASHINGTON NEWS

(Continued from page 75)

further conserving this metal has been ordered by the NPA.

Residential-type aluminum windows and aluminum ducts used for heating, ventilating or air conditioning may be completed up to June 30 if their manufacture or assembly is begun by April 30.

Non-residential type aluminum windows may be completed up to June 30 regardless of when manufacture is commenced, provided the orders for them were received by the manufacturer prior to February 20.

Manufacturers may not use for making ducts or windows in the

months of March, April, May or June more than 65 percent of their average monthly use of aluminum for the same purposes in the first half of 1950.

These items may not be manufactured or assembled after June 30.

Standardization of Hand Tools Sought

A RECOMMENDATION that an order be issued establishing standardized types and varieties of hand tools to conserve materials needed for the mobilization was made to the NPA recently by the Hand Service Tools Advisory Committee.

The committee pointed out that an order of this type operated successfully during World War II and provided sufficient numbers of wrenches, pliers, screw drivers and other small tools to meet essential requirements. By reducing to a minimum the different types of hand tools produced, less steel and other materials would be held in inventories of these tools.

Industry representatives indicated that \$115 million in tools can be produced in 1951 without plant expansion provided plants get needed materials.

CONVENTION DATES

Alabama Retail Hardware Association. annual convention and trade show, April 24-25, 1951. Headquarters, Hotel Admiral Semmes, Mobile, Ala. Secretary, Mrs. Euna G. Ramsey, 509 No. 19th St., Birmingham, Alabama.

Hardware Association of the Carolinas. annual convention, June 19-20, 1951. Headquarters, Ocean Forest Hotel, Myrtle Beach, S. C. Secretary, Mrs. Sally Couch Masten, 118½ E. Fourth St., Charlotte, N. C.

Florida Retail Hardware Association and Georgia Retail Hardware Association. annual joint convention, May 7-9, 1951. Headquarters, Geo. Washington Hotel, Jacksonville, Fla. Secretary, W. W. Howell, Box 183, Waycross, Georgia.

Mississippi Retail Hardware Association. annual convention, June 3-5, 1951. Headquarters, Buena Vista Hotel, Biloxi, Miss. Secretary, David O. Mansfield, 226 S. State St., Jackson, Mississippi.

NEW 5000 LINE OF *Stainless Steel* KITCHEN TOOLS



5 sizes of Food Strainers
in matching design.

ANDROCK

1951

THE WASHBURN COMPANY

WORCESTER, MASS. • ROCKFORD, ILL.

PORTER

HKP



CUTTERS • PRUNING TOOLS

A complete line of one- and two-hand metal and wood-cutting tools including two new popularly-priced one-hand pruners... DURACUT (anvil type) and DURASHEAR (shear type) with famous Porter quality design throughout. Also 3 new Porter one-hand HANDKLIP CUTTERS designed to cut small wire, rods and strapping with ease and speed.

Ask your Jobber or write for catalogs of Porter Cutting Tools and Porter Pruning Tools.

CUTTERS — Both rigid and swivel, capacities to $\frac{1}{4}$ " bolts and $\frac{1}{8}$ " soft rods.

WIRE CUTTERS for all wire, wire rope, cable, flat bar stock and steel strapping.

NUT SPLITTERS

TIRE CHAIN REPAIR TOOLS — Models for all passenger cars, trucks and buses.

CHAIN CUTTERS for hard and soft chain.

ONE- AND TWO-HAND PRUNERS for orchard, nursery, horticultural work.

FORESTERS LOPPING SHEARS — Cuts up to 2" green wood.

POLE PRUNERS for all tree trimming.

HKP
IMPAK DRIVER
• 5 ft. reach

JUST
TWIST AND
RAP... TWIST
AND RAP!

SENSATIONAL FOR LOOSENING OR
TIGHTENING NUTS, BOLTS OR SCREWS!

Save hours of
valuable time.

Available in sets with
hex sockets and Phillips
and ordinary screw-
driver bits.



FIXX Metallic Cold Solder

A perfected and proven cold solder and permanent filler. For the rapid economical repair of metal and other surfaces. Used alone or with FIXX-FAB (patch material) and FIXX-SOL (solvent) for a hundred and one household and industrial uses. Ask about the new convenient-sized FIXX-PAK.



H. K. PORTER, INC.
SOMERVILLE 43, MASS.
PORTER CUTTERS
PORTER-FERGUSON Autobody and Fender Repair Tools

KIDS GO FOR Draper-Maynard "LITTLE LEAGUE" BASEBALL EQUIPMENT

Approved by Carl E. Stotz, President of "Little League"

★TOPS in Quality, Design!

★BIG in Repeat Sales!

★COMPLETE Line

Sells "Team" Market!



D&M "Little League" OFFICIAL BASEBALLS

"Little League" baseballs sell fast.
A sure-fire profit builder for '51.

D&M "Little League" GLOVES AND MITTS

Famous for quality—over 100 years!
Priced right—styled right... means
quick turnover, steady volume.

D&M "Little League" BASEBALL EQUIPMENT

Professional style, designed for
Little League performance.

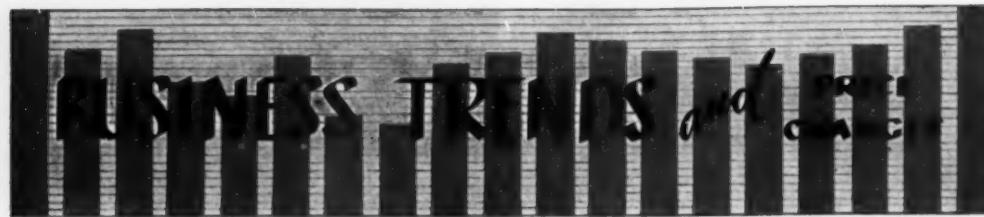
Order the complete DRAPER-MAYNARD line
from your Wholesale Distributor right
away.

"The Lucky Dog Kind"

DRAPER-MAYNARD

MADE IN U.S.A.
SPORTS EQUIPMENT

THE DRAPER-MAYNARD CO., 4861 Spring Grove Avenue, Cincinnati 32, Ohio.



Despite Controls the Boom Continues . . .

WITH MOST products still in ample supply, the boom in retail sales continues. Meanwhile, industrial production—mostly civilian goods—remains on a high level, and inventory buying both on the wholesale and retail level is heavy.

It all adds up to this. Despite some limitation orders on metals and despite increasing numbers of defense orders being passed to industry by the government, civilians still are having no difficulty in finding durable products.

In the months ahead, business activity can be expected to level out somewhat. As basic metals become more scarce (a Controlled Materials Plan is in the works) civilian production will be cut back somewhat. That will mean fewer refrigerators, television sets and automobiles. But as it appears now, the cuts will be moderate, and in some quarters there is a belief that with expanding production, business may be able to convert to making arms with little real disturbance to output of civilian goods.

At the same time, unless all-out war should come the worst of inflation may be over, according to

some economists. Controls—despite all the confusion—are beginning to work, at least to the extent that markups are fewer and smaller. Even with the wave of scare buying there are still ample civilian products on the shelves.

There may be some squeeze on civilian products later in the year, but with industry expanding in virtually every section of the country there is a promise of more jobs and more goods. In short, the biggest boom may still be ahead.

ESA Regulation Permits Cost of Living Pay Hikes

A FURTHER thawing of the wage freeze, designed to clear away disparities between increases in wages and salaries and the increase in the cost of living since January 15, 1950, has been provided for in General Wage Regulation 6, issued by the Economic Stabilization Agency.

The new regulation allows wage and salary levels in an appropriate employee unit to be raised if general increases since January 15, 1950 have been less than 10 percent. Where raises have been less than 10 percent employers may grant additional increases up to but not in excess of the difference between such past increases and the permissible 10 percent.

For the hardware or farm equipment dealer, "employee units" would be floor salesmen, outside salesmen, administrative employees, and service men. The regulation does not provide for a blanket increase of all units. Instead, only those units whose wage or salary levels have not been increased a full 10 percent during the base period may be further raised.

In determining prior increases that may have been granted during the base period, wage and salary levels should be calculated to include time and incentive earnings, commission rates and actual or prorated sums of any regular paid bonuses.

For the purpose of calculating prior increases in wage and salary levels, general increases are defined as those increases which raised straight time earnings by one percent or more in the appropriate employee units.

In calculating prior raises an important point is that such general increases granted to a segment of employees does not include merit increases, length of service increases, etc., provided for in Regulation 5.

While such cost of living increases may be granted without prior approval of the Wage Stabilization Board, appropriate written reports must be filed with the nearest office of the Wage and Hour Division of the Department of Labor within 10 days after such increases are made effective.

Geographic Division	% change in sales Jan. 1951 from Jan. 1950		% change in inventories Jan. 1951 from Jan. 1950		Stock-Sales Ratio		
	Jan. 1950	Dec. 1950	Jan. 1950	Dec. 1950	Jan. 1951	Jan. 1950	Dec. 1950
U. S. Total Sales	+53	+4	+26	+6	137	169	133
Hardware:							
South Atlantic	+63	+39	+16	+2	179	253	243
East South Central	+78	+29	+16	0	159	250	208
West South Central	+56	+34	+21	+7	177	233	229

Wholesale Hardware Sales and Inventories
(From U. S. Dept. of Commerce Monthly Report)

**"BRACE"
YOUR
SPRING
PROFITS**

**ORDER
"ALUMALOY"**
ALUMINUM ALLOY
**SCREEN DOOR
BRACES NOW!**

Alumaloy Screen Door Braces are profit pushers for spring and summer—they'll sell because they are rugged, won't rust or corrode, and are priced right. Retail at 20c uncarded, 25c mounted on individual display cards. A superior, all-aluminum brace that is competitively priced. 42" long, aluminum turnbuckle, 5/32" threaded special hard alloy aluminum wire rods. Order now to have your stock ready for spring. See your distributor or write us today for further information.



PACKED 3
WAYS: 1 dozen
per box with
screws. 1 dozen
per box, carded,
with screws. 72
in shipping carton.

THESE TURNBUCKLE ITEMS ARE PROFIT
MAKERS, TOO—IS YOUR STOCK COMPLETE?



Wrought nut EYE Bolts
— Maximum Strength —
Bright Zinc Plated.



Turnbuckles—“Alumaloy” Bodies—Steel Hooks
and Eyes.

Turnbuckles INC.
BOX 335, MICHIGAN CITY, INDIANA
FACTORY: GRAND BEACH, MICHIGAN

"It's easy to sell **EAGLE** oilers!"

*Seeing helps 'em
to buy an **EAGLE***



These colorful, sales-impelling
Eagle Display Cartons on
your counters are daily profit-makers for you.

There's an Eagle Oiler for every purpose and a
Salesmaker Carton of every type—Household, Cop-
perite, Hydraulic Pump, Harvester and the popular
pistol grip pump oilers No. 33 and No. 66.

Keep these Eagle Oiler Displays at a convenient
customer-frequented spot in your store and watch
how they help the turnover on these acceptable
items. High Quality—Reasonably Priced.



Rainbow
Hydraulic Pump Oilers



The Mighty Midget
Assortment
of
Household Oilers



Economy Assortment
of Harvester or Utility
Oilers



Dandy
Copperite Steel Oilers

KEEP THINGS RUNNING SMOOTHLY
OIL WITH AN **EAGLE** OILER!

Write for information
about other displays
Order from
your jobber today

EAGLE
MANUFACTURING COMPANY

WELLSBURG • WEST VIRGINIA

HARDWARE Industry NEWS

Geddes Named President Of H. K. Porter Co. . . .

James G. Geddes, formerly executive vice president, has been elected president of H. K. Porter, Inc., of Somerville, Mass., makers of bolt cutters, wire cutters, pruning tools and Autobody and fender tools and equipment. Mr. Geddes succeeds Henry W. Porter, who recently passed away.



James G. Geddes

A. George Erickson is now sales manager of the company; Harry M. Webster, divisional sales manager in charge of cutting tools; and Harry C. Ferguson, divisional sales manager in charge of automotive tools.

Century Appoints New Sprayer Distributors . . .

Century Engineering Corp., Cedar Rapids, Iowa, announces the appointment of the following new distributors to handle its line of low-gallonage sprayers and accessories:

G & H Supply Co., 135 East Fifth St., Mansfield, Ohio; Stratton-Baldwin Co., Inc., 700 Tchoupitoulas St., New Orleans, La.; Job P. Wyatt & Sons Co., 325 South Wilmington, Raleigh, N. C.; and Stratton-Warren Hardware Co., Carolina Ave. & Florida St., Memphis 2, Tenn.

These distributors sell and stock the complete Century line, including the new Model D, which can be used with a cultivator for spraying and cultivating at the same time.

Atkins Appoints New Sales Executives . . .

K. W. Atkins, vice president of E. C. Atkins & Company, 402 S. Illinois St., Indianapolis 9, Ind., has announced recent changes in the company's sales organization—a final step in the modernization program started in 1945, when construction was begun on a new, straight-line, production factory.

As director of sales, K. W. Atkins has made the following appointments: Ray F. Ellis, assistant director of sales; Augustus Vogel, general sales manager of the Industrial Division; H. Waddle, general sales manager of the Mill Division; A. L. Martinson,



K. W. Atkins



Waddle

Vogel



Martinson

Ellis

general sales manager of the Hardware Division.

These division heads have had many years experience in policy merchandising and distributor relations.

Nesco Appoints Hill to Sales Director Post . . .

Nesco, Inc., Chicago, Illinois, has announced the appointment of Paul H. Hill as director of sales.



Paul H. Hill

Mr. Hill has served as principal sales executive for several large corporations and has acted as sales counsel in New York to a number of others. He will assume over-all direction of sales in the housewares, electrical, and stove and heater divisions of Nesco, according to William P. Howlett, executive vice president. He will be located in the new national headquarters of Nesco at 201 N. Michigan Ave., Chicago.

Southern Associates to Distribute for Miracle

The Miracle Adhesive Corp., 214 East 53rd St., New York 22, N. Y., has appointed Southern Associates, 826 Peachtree St., NE, Atlanta, Ga., as its distributor in the states of South Carolina, Georgia, and Alabama.

Southern Associates will maintain a complete stock of all adhesives featured in the building supply field.

Exclusive with **MCKAY!**

"The Silent Salesman"



Want to increase chain sales without a large investment of money, time or valuable floor space? It's easy when you get the McKay Silent Chain Salesman with its assortment of nine popular types of chains. Here's a complete chain department in less than two square feet, that displays the chains which your customers need and buy.

This unusual deal—the McKay Silent Chain Salesman and any one of four chain assortments—is yours for one low price. The all-metal Silent Salesman display rack is 53" high, 8 1/4" wide, 12" deep and is finished in a handsome red crinkle baked-on enamel. It comes complete with instructions for setting up, including proper arrangement of stock and suggested retail prices.

CHECK THESE ADVANTAGES

- The McKay Silent Salesman and chain assortment has a low "first cost." It holds more chain than any other type of display.
- Chains are dispensed from standard 50' and 100' cartons. 9 different chains with prices—can be displayed at one time.
- You do no lifting or flogging to install reels and you are not limited to selling chains packed only on special reels.

WRITE TODAY for McKay Silent Salesman Catalog Sheet which gives full details on the McKay Chain Display and "Best Selling" Chain Assortments.



THE MCKAY COMPANY
442 MCKAY BUILDING • PITTSBURGH 22, PA.



- McKay Metal Fil
- McKay Rod Electrodes
- McKay Tire Chain

- Mild and Stainless Welding Electrodes
- Industrial and Commercial Chain

for
**FISHING
TACKLE**
its
Sutcliffe's



... **ONLY** Nationally Known
... Nationally Advertised Brands
are in our very complete stock of
FISHING TACKLE.

Send us your order NOW for
IMMEDIATE SHIPMENT...PROMPT
SERVICE.

RODS...REELS...LINES...LURES
and All Fishing Accessories.

If you do not have our
complete catalog of Fish-
ing, Hunting and Athletic
Equipment, write today.
We will sell only to recog-
nized dealers.

**THE
SUTCLIFFE
COMPANY, INC.
LOUISVILLE 1, KENTUCKY**



W. F. Bugenhagen

Mirro Names Bugenhagen Executive Vice President . . .

Walter F. Bugenhagen, vice president in charge of sales of the Aluminum Goods Manufacturing Co., Manitowoc, Wis., was elected to the new position of executive vice president by the board of directors in January. He also will continue as general sales manager.

Mr. Bugenhagen started working in the company's rolling mill 41 years ago and has had broad experience in many phases of production and sales.

American Chain Occupies New Atlanta Offices . . .

The Atlanta offices of American Chain & Cable Co., Inc., Bridgeport, Conn., are now located in a new district office and warehouse building at 1401 Howell Mill Road, N. W., recently erected for the company.

The following district managers will make their headquarters in the new building, which will be occupied solely by American Chain & Cable Co.: C. A. Goldstrohm, American Chain and Pennsylvania Lawn Mower Divisions; J. V. Gasso, R-P&C Valve Division; J. L. Filbert, Page Steel and Wire Division; and R. W. Baird, territorial representative for the American Cable and Hazard Wire Rope Divisions.

Only wire rope will be carried in the warehouse.

C. A. Wagner to Represent Billings & Spencer . . .

The Billings & Spencer Co., Hartford, Conn., manufacturer of drop forged wrenches and shop tools, announces the appointment of C. A. Wagner as its direct representative for Texas, Arkansas, Louisiana and Oklahoma.

Mr. Wagner, known as "Connie" to the trade, is well versed in the problems of industrial distributors,



C. A. Wagner

wholesale hardware men, as well as the needs of oil well, plumbing, heating and electrical supply houses.

Lowe Bros. Conducts Three-Day Meeting . . .

Six district managers and 26 branch managers of the Lowe Brothers Co., Dayton, Ohio, paint and varnish makers, convened recently for a three-day sales program.

Held in the company's main offices in Dayton, the meeting was conducted by top officials of the firm.

WASHERS

STANDARD AND SPECIAL SIZES

* EACH IS A Master Product

Whatever your Washer needs may be, we can fill them! For more than 25 years we have been faithfully serving the hardware trade.

Our Washers are *Master Products*. Flat, clean cut, hand sorted—no scrap, no slugs, no miscuts.

U. S. S. WASHERS • S. A. E. WASHERS
RIVETING BURRS • SQUARE WASHERS
EXPANSION PLUGS • MACHINERY BUSHINGS
AIRCRAFT WASHERS • DISCS
LIGHT STEEL WASHERS • COPPER WASHERS
BRASS WASHERS • ALUMINUM WASHERS
STAINLESS STEEL WASHERS • Etc.
and over 12,000 sets of tools for special washers

THE MASTER PRODUCTS CO.

6400 Ray Avenue

Cleveland 5, Ohio

with the famous Rubber Poppet

THEY CAN'T LEAK

STRATAFLO FOOT AND CHECK VALVES

end leakage troubles . . . save their cost many times over in service calls. Ideal for jet type pumps. Ask for bulletin 203.



order from your jobber
PRODUCTS, INC.
FORT WAYNE 1, INDIANA

IN THE

Spotlight

MODEL 507

AND STILL

ALSO AVAILABLE IN BRILLIANT
COLORS - MODEL 509 R.Y.W.
Cherry red
Lemon yellow
Igloo white

OF THE SWING-A-WAY LINE
THE WORLD-FAMOUS CAN OPENER
WITH THE DEVELOPED SALES PUNCH

CHECK THESE EXCLUSIVE FEATURES
✓ SYNCRO-GEAR DRIVE
✓ SHOCK-PROOF ASSEMBLY
✓ 5-POSITION BRACKET

THREE FAMOUS
"SALES SEALS"



A Division of
SWING-A-WAY
SAFETY TO CAN OPENING

SWING-A-WAY MFG. CO., 4100 BECK AVE., ST. LOUIS 16, MO.
IN CANADA - FOX AGENCIES LTD., PORT CREDIT, ONT.

ATLAS wicks are preferred by more dealers in America than any other brand. They are the choice of customers everywhere because of their superior quality and dependable service.

GLASWIK The leader in reputation and distribution. The original spun glass wick and the only wick that is free of wire. Outlasts several ordinary wicks.

FLAMEMASTER America's leading asbestos wick. Woven of wire reinforced high grade asbestos yarn.

BESWIK A woven asbestos wick that gives long dependable service. Economical in price but equal in quality to other wicks. Attractive display cartons make a favorable impression on customers.

THRIFT-T An economical woven asbestos wick designed for durable service at minimum cost. Of special interest to the "price" market.

TOP NOTCH Perfectly woven of highest quality cotton fitted into a metal carrier. Fits Perfection, Miller, Savoil and other coal stoves and room heaters. A good "repeater."

FASTHEAT "Accordion fold" construction makes FASTHEAT a universal wick . . . fits any standard range burner. It is a fast seller and strong repeater.

COMPLETE
DESCRIPTION
LITERATURE
ON REQUEST.
WRITE DEPT. C

ATLAS ASBESTOS COMPANY

SOLD EXCLUSIVELY
THROUGH
JOBBERS

NORTH WALES, PA.

MANUFACTURERS OF ASBESTOS PRODUCTS AND SPECIALTIES

CLASSIFIED

FOR SALE

Retail Hardware and Sporting Goods store in good location in Savannah. We are changing over to wholesale entirely.

For particulars write:

OGLETHORPE HARDWARE COMPANY
152 Barnard Street Savannah, Ga.

SOMETHING NEW! HAS BEEN ADDED

4 BEAUTIFUL **New** WALLRITE DESIGNS

Featuring...
LIGHTER, BRIGHTER **7int** BACKGROUNDS

Making 9 Wallrite designs for fall and winter 1950-51 to give your customers a choice for every room in the house.

Stock all these Wallrite designs.

Write for FREE Advertising Material

Wallrite
DECORATED BUILDING PAPER
FLEMING & SONS, Inc.
1950-51

WHOLESALER NEWS

Joe Chilton, McClung Vice President, Dies

Joe A. Chilton, vice president of C. M. McClung Co., Knoxville, Tenn., and well-known in the wholesale hardware industry, died February 7th after an extended illness. He was 70 years of age.

Mr. Chilton joined C. M. McClung in 1899 as a stockroom clerk, working his way up until he became vice president and sales manager. During the horse and buggy days, he was a salesman and drove a team of horses hitched to a covered hack through the Knoxville area and into Western North Carolina. Later he was one of the first salesmen to travel by car.

Mr. Chilton was known also for his expert trap shooting, having several times won the Tennessee singles and handicap trapshooting championships, as well as many Knoxville honors.

He is survived by his widow, Mrs. Blanche Runyon Chilton; a son, Joe Chilton, Jr., one brother and two sisters.

pliance Co., Clark Stores, Counts Automotive Supply Co., and Rish Equipment Co.

Lon M. Rish, president, said that 1950 sales of \$25,769,767 were less than a million dollars under the all-time high set in 1948, and that from a profit standpoint 1950 was the third best in the company's 30-year history.

A retirement plan, paid for by the company and effective last January 1, covers 600 employees in the organization's 20 outlets in 18 Virginia, West Virginia and Ohio cities. Male employees, who may retire at the age of 65, and women, who may retire at 60, are offered an assured income for the rest of their lives. They will receive one percent of their average 10-year salary multiplied by the number of years worked.

To pay the pension, which was ratified at the meeting, the firm is setting up a trusteeship with a Bluefield bank that will involve payment of \$1,050,000 to take care of past service of employees alone.

Officers re-elected at the meeting were: Stanley G. Rogers, chairman of the board; Lon M. Rish, president; J. Taylor Frazier, first vice president and treasurer; H. L. Whitenack, vice president and secretary; H. D. Anderson, Harry H. Lawson and Edward J. McQual, vice presidents. Other directors include: George Richardson, W. L. Thornton, Laurence E. Tierney, Lewis C. Tierney, and Wade W. Walker.

Bluefield Supply Co. Holds Annual Meeting

Reports of a near-record sales volume highlighted the recent annual stockholders meeting of Bluefield Supply Co., Bluefield, West Va., and its four subsidiaries—Dixie Ap-

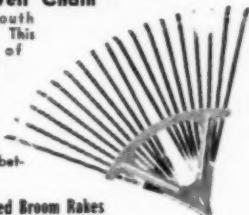


Officers and directors of Bluefield Supply Co., left to right: J. Taylor Frazier, first vice president and treasurer; Wade W. Walker, director; Lewis C. Tierney, director; Edward J. McQual, vice president and general manager, Clark Stores; H. D. Anderson, vice president and general manager, Rish Equipment Co.; Stanley G. Rogers, chairman of the board; W. L. Thornton, director and Mayor of Bluefield; Harry H. Lawson, vice president and general manager, Dixie Appliance Co.; H. L. Whitenack, vice president and secretary; Lon M. Rish, president; and George Richardson, Jr., director.

ORDER THESE FAST SELLERS NOW!



Swing and Well Chain
First in the South with the finest. This chain is made of highest quality chain wire and then electro-plated of commercially pure zinc. A standard link and better formed.



Flat Wire Tempered Broom Rakes

The tines are of high carbon, tempered cold rolled flat wire, with rounded edge, $5/16$ in. x $21\frac{1}{2}$ in. The tines are of the same length, interlocked into the neck of the neck, and cannot work loose. The combination is a rugged one that will give lengthy, satisfactory service—and due to the one-piece construction, will always retain its shape. Packed 6 Heads to a shipping carton. The handle furnished is No. 1 hardwood, clear lacquer finish. 1 x 42 inches, packed 4 to a bundle. Combined shipping weight, 23 lbs. per dozen.

Galvanized Solid Clothesline

- Pliable—Easy to handle. Smoothly rolled.
- Easy to unroll.
- Non-Kink—will not splinter. Easy to clean. Will not sell streaks.
- Non-stretch—will not stretch as other materials will.

Package Units

Packed, 12 rods (30, 75 or 100 ft.) in re-shipping box. Makes easy inventory—insures full count—simplifies handling and stock control.

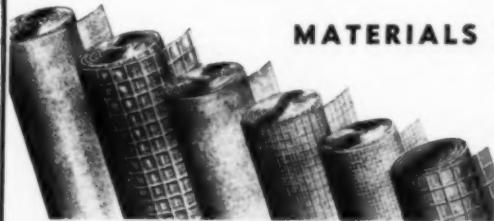
"Serving the Jobber for 14 Years"

Wire Products
2715 North 24th St.
P. O. Box 5355

RUGGED
ROBERT
BRAND

Company
Birmingham, Ala.
N. Birmingham Station

SELL SOL-O-LITE WINDOW MATERIALS



Sol-O-Lite Nu-V-Glass Glaz-Fabrik Glaz-Screws Glaz-Screws
(10 x 10 (14 x 14 (6 x 8
Mesh) Mesh) Mesh)

PLASTIC STORM DOOR AND WINDOW COVERINGS—
Kit Complete, Ready to Install—\$1.08 per window.

SOL-O-LITE—Extra Heavy Wax Cloth—Retail Price 60c
per sq. yd.

GLAZ-FABRIK—Wax Cloth—High Grade—Retail Price 50c
per sq. yd.

NU-V-GLASS—Transparent—Laminated—Retail Price 84c
per sq. yd.

GLAZ-SCREEN—10 Mesh—Bright Galvanized Wire—Plastic
Coated—Retail Price 14c per sq. ft.

GLAZ-SCREEN—14 Mesh—Galvanized Wire—Plastic Coated
—Retail Price 17c per sq. ft.

SOL-O-LITE MANUFACTURING CO.
CHICAGO 39, ILLINOIS
4301 W. North Avenue

Pioneers of 26 Years Producing Window Material

6 TIMES
the Opportunity
to Sell Your
Hack Saw
Customers



H-20



H-30



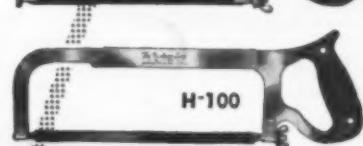
H-40



H-60



H-80



H-100

Greater
Profits
For You

Parker's Hack Saw Line, with exclusive quality features, will appeal to all your customers' tastes and pocketbooks: 1. Rugged long life construction. 2. Patented forged one piece ends and forged one piece studs — no pins to lose. 3. Adjustable for standard blade lengths. 4. Blades may be faced in four directions. 5. Comfortable, easy-to-grip handles.

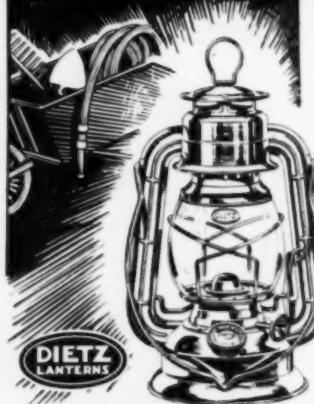
Buy the **Parker** Line

PARKER MANUFACTURING CO.
WORCESTER 1, MASS., U. S. A.
and **ACKERMANN-STEFFAN DIVISION**

Manufacturer of Famous Trojan Coping, Jig and Jewelers' Saw Blades

DIETZ LANTERNS

GIVE EXTRA HOURS
for Liberty Gardens



R. E. DIETZ COMPANY
EST. 1840
SYRACUSE 1, N. Y.
OUTPUT DISTRIBUTED THROUGH THE JOBBER TRADE EXCLUSIVELY

Tapatco PROFIT TIP

Safety for Children Sales for You

Order your stock of Stay-A-Float now—the safest, fastest selling child's swim vest. They're popular with parents and children alike. Filled with new Java Kapok (six times as buoyant as cork). Can't leak—can't puncture and they stay on. Sizes for children 2 to 12 years. Stock and display Tapatco Stay-A-Floats . . . and watch them sell. See your jobber or write us.



THE AMERICAN PAD & TEXTILE CO.
Greenfield, Ohio

LIFE SAVING VESTS, BUOYANT CUSHIONS, SLEEPING
BAGS, SPORTS CLOTHING, CAMP EQUIPMENT, HORSE
COLLAR PADS, TRACTOR SEAT CUSHIONS

Hall & Co. Occupies New Wholesale Plant

Hall and Co., Inc., Spartanburg, S. C., has moved its wholesale department into new quarters which cost approximately \$100,000 to construct, according to President Fred N. Hall.

Consisting of six buildings, located just outside the city limits, the new plant will consolidate three present wholesale outlets and provide 48,600 feet of floor space. A truck loading dock 10 x 108 feet with a 12-foot canopy for loading and unloading trucks has been constructed at the new buildings, and wide parking facilities are available also. The new construction will house wholesale hardware, paints, mill, electrical and plumbing supplies, as well as contain offices for President Hall. Frank W. Lee, Jr., will be general manager.

Monroe Hardware Elects W. B. Plyler President

Monroe Hardware Company, hardware wholesalers of Monroe, North Carolina, recently elected Worth B. Plyler president of the company. W. C. Houston, former president, was elected chairman of the board.

Mr. Plyler has been associated with the firm since 1916, and prior to his election as president held the position of Director of Sales.

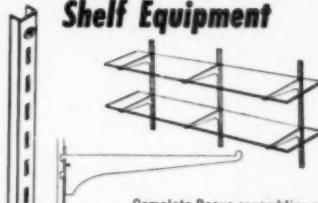
Other active officials of Monroe Hardware Company are: Edwin Niven, who continues as executive vice president and treasurer; W. F. Laney, sales manager, and R. A. Morrow, secretary.

Nettleton Completes 60 Years with Schoellkopf

G. A. Nettleton recently received a gold pin from Hugo W. Schoellkopf, president of The Schoellkopf Co., at the completion of 60 years of con-

REEVE DISPLAY EQUIPMENT Sells MORE for YOU

REEVE *ShureSell* TRADE MARK Shelf Equipment



Complete Reeve assemblies of knife edge brackets, shelf rests and standards with Reeve Shelf Glass are supplied in a variety of sizes and are adjustable for your particular display needs.

Complete description and prices in our

NEW CATALOG



Send for it today! Hundreds of new improved items from ticket holders to large island display units.

REEVE COMPANY

"Serving America's Retailers since 1913"
7222 S. Grand Ave., Los Angeles 7, Calif.

tinuous service with the Dallas, Texas, wholesale hardware firm.

Mr. Nettleton began work for the firm in 1890 as office boy, when he was 13 years old, at what was good pay for an office boy at that time—\$3.50 a week. He entered the service of the firm well in advance of the company president, who has only 48 years of service. After promotions to stenographer and bookkeeper, Mr. Nettleton became secretary-treasurer and a director many years ago.



G. A. Nettleton receives gold pin from Hugo W. Schoellkopf

Va-Carolina Co. Issues Sports Equipment Catalog

Virginia-Carolina Hardware Co., 1318 East Main St., Richmond, Va., has issued its first exclusive sports equipment catalog, featuring fishing tackle, hunting equipment, sporting goods, and wheel goods.

The 104-page catalog contains illustrations of the many items listed, with specifications, price and general information of each item included.

During the past year, Virginia-Carolina Hardware Co. has enlarged its sporting goods department, under the management of R. W. Harrison and A. J. Nunnally. In addition to its general hardware lines and allied merchandise, the company now carries a complete stock of nationally-known quality sporting goods.

A TRIPLE-NEED of HOME DECORATORS

-in lively seasonal demand now



DANDY WALL PAPER REMOVER

For easier, quicker removal of old wall paper—apply with brush—readily soaked off walls. Mix 1 pint with 3 gallons of water. Supplied in bottles, pints, quarts or gallons.

GLUINE COLD WATER SIZE

Household handyman—mechanics, etc. Keep it on hand qualities and performance are convincing and get repeat orders. Packaged in Cartons and Bags—1 lb. to 100.



CONSUMERS WAX REMOVER

Removes old wax accumulations, floor oil, etc., preparatory to revarnishing or refinishing. May be used on linoleum. Put up in powder form—display units—small packages.



Consumer Products which are in constant demand by tradesmen, the home repair man, hobbyists, and for general daily utility, manufactured for years by—

ORDER FROM YOUR WHOLESALER.

CONSUMERS GLUE CO.
1515 N. HADLEY ST. ST. LOUIS 6, MO.

WRIGHT

HEXAGONAL NETTING

... high standard of the industry... woven evenly... perfectly straight selvage... heavy gleaming galvanizing. Your customers recognize it by the famous rooster trademark.

Southern Representatives:

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G.F. WRIGHT STEEL &
WIRE CO.
WORCESTER • MASS.

FOR DEALERS:
FASTER SELLING!

FOR
HOME OWNERS,
FARMERS,
RANCHERS, ETC.

FASTER CUTTING!



IMPORTED **GENSCO** SWEDISH
BUSHMAN BOW SAWS

No wonder Gensco Bushman has become the fastest moving bow saw line in America. Its patented tooth design cuts easier, faster—stays sharp longer. Everywhere people are singing its praises for cutting logs, lumber and other general work. Rigid frames in sizes 24", 30", 36". Adjustable in 42" and 48".

REPLACEMENT
BLADES

In three styles: (1) Bushman patented blades for general work; (2) Nordic Raker blades for logs and heavy work; (3) Bushman special pulpwood blades for pulpwood cutting.

Include extended handles in 30", 36", 42" sizes. Tapered front styles in 30" and 36" lengths.

Beautiful 3-color display rack that holds four sizes of bow saws—Given free with the purchase of eight saws and six replacement blades. Individually packed.



COMPLETE LINE OF GENSCO BUSHMAN PRUNING SAWS

All saws feature the famous Bushman tooth design that cuts on forward and backward stroke. Styles include long and short handles, tubular extensions, pistol grip and folding handles.

WRITE FOR LITERATURE

GENSCO

WRITE FOR PRICES

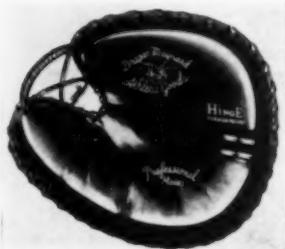
GENSCO TOOL DIVISION
GENERAL STEEL WAREHOUSE CO., INC.
1806 North Kostner Avenue • Chicago 39, Illinois

NEW PRODUCTS

AND SALES PROMOTION MATERIAL

New D-M Mitts Feature Hinge-Formed Pockets

Five of the seven baseball catcher's mitts featured in the new 1951 line of athletic equipment by The Draper-Maynard Co. will feature the new "Hinge-formed" pocket construction, with a natural built-in break, giving greater flexibility for perfection in performance.



The new mitts also include a three-in-one finger stall construction which gives finger-tip control. Finger and thumb loops can be easily adjusted to suit the hand of each individual player.

Complete information and description on the equipment line may be obtained from any Draper-Maynard wholesale distributor, or by writing to The Draper-Maynard Co., 4861 Spring Grove Ave., Cincinnati 32, Ohio.

Gladding to Allocate Fishing Lines in 1951

Growing shortages of materials used in the manufacture of fishing lines, plus a substantial increase in demand for its products, were reasons given for the announced policy of the B. F. Gladding Co., South Otselic, N.Y., to allocate shipments of all types of line in 1951.

President L. L. Witherill stated, "Knowing that nylon would be in short supply, the company commenced allocating some lines as far back as September, 1950. However, in spite of the demand, Gladding is making every effort to fulfill all orders on its new nylon Cilesto fly line, which the company is featuring

in advertising and promotion this year."

In a letter to dealers in mid-February, outlining its plan, Gladding stated that initial shipments to customers in 1951 will not exceed shipments of 1950, or the average of the last three years. After all customers have received this amount, the remaining orders will be allocated on an equitable basis.

on the way to Coleman jobbers, it was announced.

Y&T Adjusts Metal Supply To Offer New Home Locks

A new line of residential tubular locks, containing new features of lock construction, is now in production at the Stamford Division of The Yale & Towne Manufacturing Co., Stamford, Conn., to be marketed immediately throughout the United States as Yale Home Duty Tubular Locks.

To adjust production of its new line to current shortages of critical metals, Yale & Towne has announced a far-reaching re-alignment of its total output of locks and builders' hardware, as well as discontinuance of several of its other lines of residential tubular locks, for the emergency.

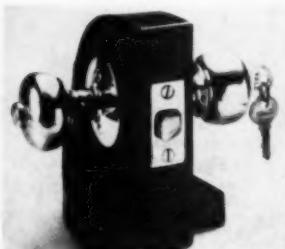
The new locks include four models: entrance door locks, which are "key-in-the-knob" type; locks for closets and connecting doors; bedroom door locks; and kitchen and bathroom door locks.

Because of the limited end use of copper, the Home Duty locks will be available in brass knobs and trim only for front doors, and in steel knobs and trim for interior door type locks in satin brass finish, the manufacturer announced.



Coleman Introduces New Single-Mantle Lantern . . .

The Coleman Co., Inc., Wichita 1, Kansas, announces production of a new and improved single-mantle lantern, Model 200, replacing Model 242C.



The new unit is said to hold 20 percent more fuel and to give up to nine hours of bright, white light under normal pressure. Other refinements include a larger opening in fuel fount for easier filling, and deformed gas mixing chamber for improved combustion. Ventilator is finished in re-orange vitreous enamel, and the fount is nickel-plated brass. All other parts are treated to make them resistant to rust and corrosion. Model 200 uses the same generator and Pyrex globe as did Model 242C.

Substantially large shipments of the new model, as well as the two-mantle companion models, are now

The locks are pre-assembled at the factory to make installation easy and rapid. Pre-assembled units include: latch assembly and face plate; outside rose with bridge girders; outside knob and spindle; inside rose, and inside knob.

Eagle Rule Issues New Self-Dispenser Unit . . .

The self-dispenser display unit which Eagle Rule Mfg. Corp., 510 Hunts Point Ave., New York 59, N. Y., introduced last year has been completely redesigned for 1951 in color and style. Made of heavier board with reinforced metal edges, the unit will withstand rough handling in shipment and is guaranteed to be in good condition for counter selling, it was announced.



Two sets of price tabs for insertion in the box by the dealer are packed with the unit. One shows recommended retail prices, and the other is included for new prices to be marked in by the dealer if necessary.

The unit contains one and one-half dozen Eagle rules in four price

ranges: six Royal Eagle rules, three All American rules, three Columbia rules, and six Arrow rules. The rules come with either all regular marking, all inside marking, or half-and-half, and the units may be obtained with either 12 white rules and six yellow rules, or with all white rules.

The units are priced at \$13.08 each to dealers East of the Rockies, and \$14.00 West of the Rockies.



Priced to retail at \$26.75, the rod is 8 1/2 feet long.

San Luco Introduces New Tigerglas Fly Rod . . .

San Luco, Inc., 846 State St., San Diego, Cal., is introducing a new three-piece Tigerglas fly rod that is said to feature performance, versatility and ease of packing in one rod.

Designed for San Luco's Tigerglas line by Bob Baker, the three-piece rod is said to be an entirely new conception in glass rod design. Features include: ability to handle light, medium and heavy lines; useful for steelhead fishing as well as for other flycasting; only a variation in timing for different weights of lines required to achieve perfect performance; exclusive green finish to eliminate sun glare; heat-treated aluminum ferrules and a coreless, balanced construction that holds glass fibers securely and leaves them free for action.

Western Line Issues Marlin Fishing Film

"Marlin on a Fly Rod," a new full-color, 15-minute film produced by Western Fishing Line Co., Glendale 4, Cal., is the story of marlin fishing in LaPaz, Mexico, and features such scenes as a 125-pound marlin hooked and landed on a 9-lb. test Magi-Braid fishing line and a fly rod.

This feat is accomplished by Gene Beilharz, holder of numerous world records, and the photography shows some of the most thrilling fishing scenes ever taken.

The film is available at no charge to clubs, churches, sportsmen, associations, and other groups.

Do Your WINDOWS Need Washing?

NOT when
they are

CELANESE Plastic Windows

- Crystal Clear • Distinctive
- Rugged • Serviceable

ATLANTA ENVELOPE COMPANY

P. O. BOX 1267 • ATLANTA, GEORGIA



SELL THE GUARANTEED **SHOX-STOK** ELECTRIC FENCE CONTROLLERS FOR GUARANTEED PROFITS



ALL-ELECTRIC MODEL PH-5

5-yr. Guarantee
Operates on 115 Volt A.C.

RETAIL PRICE \$15.95

Western Price slightly higher.

Other models \$12.95 and up

New SHOX-STOK, long a leading electric fence controller, matches its high quality with powerful silent salesmen for you—colorful store displays that make SHOX-STOK easier to sell than ever.

Cash in on the growing demand by tying in with our advertising in farm magazines. Write for new 1951 newspaper mats.

BATTERY AND ELECTRIC MODELS

Three models, including one for dry or wet batteries. Retail prices \$12.95 and up. Liberal discount. Handled by leading jobbers everywhere.

GUARANTEED PRODUCTS, INC.

108 MAIN STREET

WELLINGTON, OHIO

HANSON
VIKING

HEAVY USAGE
STRAIGHT
SPRING
BALANCE

For use in factories, cotton fields, farms, warehouses or wherever a rugged, heavy duty balance of reliable construction is required. Dial is recessed for protection, graduations deep etched for durability and readability. Adjustment allows indicator to be set at zero balance scoop or pan attached to hook.

CAPACITIES

25 lbs. by $\frac{1}{2}$ lb.
50 lbs. by 1 lb.
100 lbs. by 1 lb.
160 lbs. by 1 lb.
200 lbs. by 2 lbs.
300 lbs. by 5 lbs.

SEE YOUR JOBBER

HANSON SCALE CO.
525 N. Adams Street,
Chicago 22, Ill.

ABOUT LOGS...



AND BOWLS...



Every log Parrish cuts yields some perfect bowls, the "top grade" which receive the exclusive, permanent "Supreme Finish". These are the finest solid bowls produced.

Some of the bowls turned show minor defects. These are called "off grade". They are beautiful, long lived, fully serviceable and very saleable. The prices are lower than the "Supreme Finish" and have much appeal to customers. "Liquid Proof" permanent finish for solid bowls and Paraffin for kitchen chipping bowls.

More sales and faster turnover are reported from merchants all over the country. If you haven't stocked these fine, so-called "Off-Grade" bowls, and the needed forks and spoons, do so now. You'll profit much by featuring them.

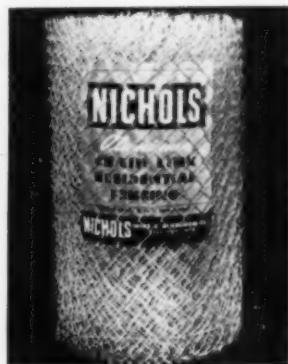
Send for the current price list, discount, and information that can help you do more business—profitably.

J. SHEPHERD PARRISH COMPANY
205 WEST WACKER DRIVE
CHICAGO 6, ILLINOIS
The World's Largest Manufacturer of Fine Wood Bowls

Nichols Offers New Aluminum Link Fencing

A new aluminum chain link fencing that adds a brilliant, silvery finish to aluminum's regular advantages of light weight, high strength and freedom from rust, is in production at Nichols Wire & Aluminum Co., Davenport, Iowa, for estate and residential use and plant protection.

The new Lustre-Brite fencing, easy to erect, is comparable in physical qualities to aluminum chain link fencing already in use, but more attractive, it was announced. The erection costs of this fencing are substantially less than those of ordinary chain link fencing, since one man can easily handle a 100-foot roll of the lightweight fencing. Less splicing is required than for the short 50-foot rolls.



Made from 6 and 9 gauge aluminum wire in heights from 3 to 12 feet, the new aluminum chain link fencing is strong and climb-proof, it was announced. The 9-gauge fencing is recommended for residential installation, and either 6-gauge or 9-gauge for commercial and industrial enclosures. Aluminum 4-point barbed wire is available for installation at the top of the new rust-proof fencing for increased protection against trespassing.

New Great Neck Display For Midget Screw Drivers

Great Neck Saw Manufacturers, Inc., Mineola, New York, announces the J-24 Corsair midget screw-driver counter display. Attractively designed in orange and black, the compact display carries two dozen self-selling midget screw drivers for small jobs. Each midget has a corrosion resistant utility clip, adding to its value and appearance.

Designed for home-owners, mechanics and craftsmen, the tool is made of tested alloy tool steel; mid-



get blades are hardened and tempered their entire length. They are highly polished and cross-ground to size by the exclusive Great Neck process.

Unbreakable, shock-proof handles are made of Tenite No. 2 transparent plastic, and will not chip, crack, or absorb grease or oils.

Three-Color Display for Hudson Nebulizers . . .

A colorful, compact and sturdy counter display is provided with a special grouping of Hudson Nebulizers as the H. D. Hudson Manufacturing Company's "special" for spring and summer selling. The three-color display provides for four sizes of nebulizers, with the smallest of the four mounted in such a way as to invite easy demonstration.

The display is offered at no extra cost with the following assortment of Hudson nebulizers: two dozen half-pint Super-Cloud sprayers; one dozen pint Super-Fog sprayers; one dozen quart Super-Misty sprayers; 2-quart Super-Rapid sprayers.

The four and one-half dozen sprayers, together with the display, are packaged in two shipping units identified as the "Number Four Hudson Nebulizer Package." In addition, two three-color window signs, a supply of descriptive circulars, and a display suggestion sheet are included.

In addition, the H. D. Hudson Mfg. Co., 589 E. Illinois St., Chicago 11, Ill., is using extensive consumer advertising in leading mass circulation magazines.



FITLER

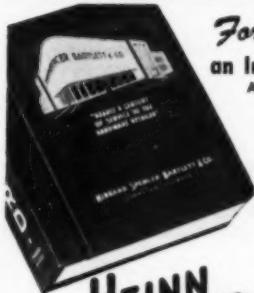
SERVES THE SOUTH
A ROPE FOR EVERY NEED



- Manila Rope
- Sisal Rope
- Lariat Rope
- Fishing Rope
- Transmission Rope

For 147 years the South has been a consistent user of FITLER ROPE. Look for the Blue and Yellow Registered trade mark on the outside of $\frac{5}{8}$ " diameter and larger sizes and on the inside of all smaller sizes of Fitler Brand Pure Manila Rope.

THE EDWIN H. FITLER CO.
Philadelphia 24, Pa.



HEINN
MILWAUKEE
ORIGINATORS OF THE *Loose-Leaf* SYSTEM OF CATALOGING

For You...
an Invitation and a Promise

An invitation to call on
MR. OLE TEISBERG
MAYFLOWER HOTEL
during the
Southern Hardware Convention

A promise to show you how HEINN
Loose-Leaf Binders, specially de-
signed for hardware trade catalogs
and wholesalers' salesmen, can
help you sell. If you miss the
Convention, write . . .

THE HEINN COMPANY
326 WEST FLORIDA STREET
MILWAUKEE 4, WISCONSIN

Everywhere in the world
the long arm of the Law
reaches for . . .

PEERLESS
HANDCUFFS

Est.
1914
World's
Oldest
and
Largest
Mfr. of Handcuffs

World's most de-
pendable 'cuffs;
used by police
everywhere. De-
signed to foil pick-
ing. Proven best
by scientific test.
Send for folder.

PEERLESS HANDCUFF CO., Dept. H Springfield, Mass.

ACTUAL LURE

A REAL Fish in Tough, Pliable Plastic!

The Proven Natural Bait!

NATIONALLY ADVERTISED IN

Outdoor Life
Sports Afield
Field & Stream
Hunting & Fishing
Argosy
Elks



"It takes a
Fish to catch
a Fish!"

ACTUAL LURE is a REAL fish, an amaz-
ing new bait that sells on sight! Preserved
by scientific process, sealed in tough plastic,
it retains lifelike appearance. A clean, odor-
less bait that will stand heavy use and many
"strikes." Fresh or salt water. Individually
packed in sales compelling, transparent
tube container. Write for description of our
complete line.

Patents
Pending

PACKED IN 3-COLOR DISPLAY BOXES



TINY TROUTER
—the ideal bait
for smaller fish.
PERFECT FOR FLYROD!

THE ACTUAL LURE CO., Inc. • 392 5th Ave., New York 18, N. Y.

Performance
sells

DURO
MODEL **49**
WATER SYSTEMS



Performance at low cost . . . there's a selling point that
boosts your sales and profits! Quote the price of Duro's 49
Vertical Water System, and watch your customers' eyes
light up. Do you do your customers a favor when you sell
the Duro 49 Water System, for they can depend on quality,
dependability, and ruggedness at a price they're glad to
pay. Sell DURO and know why every DURO owner be-
comes a DURO salesman for you!

Duro builds a complete line of water softeners and water
systems.

FOR MORE INFORMATION ON DURO PROFIT MAKERS,
SEND TODAY FOR THE NEW DURO CATALOG!



DURO
CO.
THE DAYTON 1, OHIO

Mother's Own Tool Kit Announced by PS&W

The Peck, Stow & Wilcox Co., Southington, Conn., announces a new Mother's Own set of tools in an apron type kit of gray duck with translucent pockets.

Contents of the set, which measures 14 3/4 x 12 9/16 x 1 1/8 inches, includes eleven useful tools for the home, recommended for use by the lady of the house. Tools include: lady's size hammer, metal cutting shears, clip joint plier, pincer, scratch awl, three sizes of screw drivers, tape measure, a carton of assorted nails, and a carton of assorted screws.

A colored price card is included in each set, which is packed and wrapped individually in corrugated cardboard. Weight of each set is 5 1/4 lbs. Packed 12 in a carton, shipping weight is 65 lbs.

The set comes in a green leatherette covered box with easel back, plastic-windowed for display. Hooks are included for door or wall hanging.



are thrown into a tool box. When a Kutter-Kapped bit falls from the bench and lands head first on concrete, it bounces, without any damage to cutters and screws.

Kutter Kaps are available in all sizes from 3/4" through 1, 1 1/4, and 1 1/2 inch, to fill all Snell bits. The size of each cap is marked on the side for quick spotting. Purchased with bits or separately, the caps cost only a few cents, it was announced.

Snell Announces Plastic Caps for Auger Bits . . .

Snell Manufacturing Co., Worcester, Mass., recently placed on the market a complete set of plastic caps, known as Kutter Kaps, to permanently protect the sharp cutting edges and screw points of Snell auger bits. They are fastened firmly on the bits quickly, with only a quarter turn, it was announced.

Made of tough tenite plastic, the caps are said to offer complete protection against dropping on the floor or striking another tool when bits

New Method Improves Minute Man Gun Blue

A patent number has been granted the New Method Mfg. Co., Bradford, Penn., on its improved Minute Man Gun Blue, a cold chemical requiring only one application to obtain a lustrous blue finish on any kind of firearm.

No heating is needed with Minute Man, and all necessary equipment is enclosed in each box. In the simple process, the steel surface of the gun to be blued is cleaned of rust and dirt. The solution then is applied with cotton swabs, rubbed to the desired

color, and allowed to dry for about 10 minutes. As a final step, the gun is washed with water.

Developed by Wright G. Scroxton, president of the company, the gun blue is not a paint or lacquer, but a cold chemical method, which blues instantly on contact, making old guns look like new.

The company also has designed a new display case, occupying only 7 1/2 x 5 inches of space, making it ideal for counter or window use. Printed in three colors, it is said to be an added sales stimulant for impulse buying by gun-owners.

Actual Lure Offers Real Fish in Pliable Plastic .

The Actual Lure Co., Inc., 392 Fifth Ave., New York 18, N. Y., is now marketing a real fish in tough, pliable plastic, called the Tiny Trouter.

Said to be the ideal bait for smaller fish, the Tiny Trouter is a clean, odorless bait encased in durable, pliable plastic, preserved by a patented process to retain its lifelike appearance. Unaffected by climate change, the bait is used in both fresh and salt water, and each Tiny Trouter is equipped with a single removable hook, allowing for use of a different size hook if desired.

The bait is available in the No. S60 actual Tiny Trouter, and the No. S61 red tip (wounded) Tiny Trouter. They are packed one dozen to a new 3-color display box.

In addition to the Tiny Trouter, the company also manufactures the Red Tip and Actual wobblers, real fish also, encased in durable plastic with imported treble hooks and stainless steel mount.

★ MARSHALLTOWN TROWELS ★

MARSHALLTOWN TROWEL COMPANY • MARSHALLTOWN, IOWA



fishermen will stop, look and buy

L & S LURES
from this display board

YOURS FOR JUST THE COST
OF THE LURES ATTACHED

LIST PRICE \$3.00 LURES INCLUDED
NO. 102 SIZE: 8 1/4 x 1 1/8 inches
ORDER FROM YOUR JOBBER

L & S BAIT COMPANY, INC.
BRADLEY, ILLINOIS

WANT HELP?

Each issue of SOUTHERN HARDWARE gives you many articles of immediate and lasting value. Here are just a few of the outstanding ones that have recently proven profitable to readers:

Maintaining a Prospect List
Farm Equipment Financing
Controlling Trade-ins
Selling Appliances to the Farm Market

If you are not already getting the benefit of this helpful reading—as a regular subscriber—send in your order today: \$2.00 for three years and worth the money many hundreds of times over.

SOUTHERN HARDWARE
806 Peachtree St., N. E.
Atlanta 5, Ga.

M-F Lawn Sprinkler to Be Available in 1951

Plans to again make available during 1951 its precision lawn sprinkler have been announced by the M. F. Engineering Co., Blue Island, Illinois.

To be known as the M. F. Sprinkler, the new model is made under exacting production methods and close tolerances and is fully adjustable for oscillating and to cover areas varying from six to 60 feet, it was announced. It also operates under any water pressure from three to 100 lbs.



The manufacturer announced that, because of its construction and 100 percent use of rustproof materials, the unit offers unusual durability. Other features include a sled-runner type frame that protects the lawn when the sprinkler is moved, and a one-year guarantee against imperfections in workmanship and materials.

Weighing only 6 1/2 lbs., the sprinkler retails for \$19.50.

All-Rubber Garbage Pail Introduced by Nesco . . .

An all-rubber garbage pail, designed to keep kitchen air fresh despite summer heat, has been introduced by Nesco, Inc., 270 N. 12th St., Milwaukee 1, Wis.

The new container, called Plia-Pail, is rust and rot proof, easy to clean and features a locking top that prevents escape of odors. The danger of odor increases several times as summer temperatures speed garbage decomposition, Nesco pointed out. The pail's synthetic rubber composition eliminates rusting and rotting common to metal cans.

Made in a 4-gallon size, the pail will sell for \$7.95.



Women can afford De luxe KLEENCUT



These Shears are specially designed for the price-conscious, present day market. Today as never before women are shopping, comparing quality and price, getting the most for their money.

The biggest section of this price-conscious Shear market is made up of women who can afford De luxe KLEENCUT top quality.

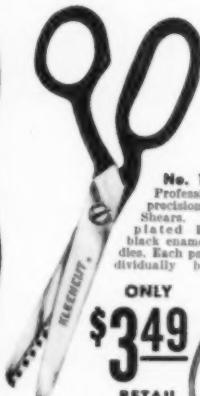
We invite comparison of style, appearance, quality and performance with merchandise at twice the price.

No. 172

8" Fully Nickel plated Kitchen Shears. Each pair with quality guide tag attached. Individually boxed with transparent inner cover.

ONLY
\$189

RETAIL



No. 180
Professional type,
precision Pinking
Shears. Nickel-
plated Blanks,
black enamel han-
dles. Each pair in-
dividually boxed.

ONLY
\$349
RETAIL



No. 110C
7" Fully Nickel plated Straight Shears.

ONLY
\$169
RETAIL

Available with
black enamel
handles. No. 100C,
only \$1.29 Retail.



De luxe KLEEN-CUT Shears are available also in attractive counter merchandisers.

IMPORTANT De luxe KLEENCUT Advantages!

- Lower inventory investment
- Faster turnover
- Greater profit
- Finest quality
- National advertising
- Good Housekeeping approved
- Backed by World's Largest Manufacturer of Scissors and Shears

KLEENCUT and EVERSHARP offer maximum dealer profits!

Ask your Jobber

The ACME SHEAR CO., Bridgeport 1, Conn.

**"I want to see
Americans save . . ."**

JOHN L. COLLYER
President, The B. F. Goodrich Company



"I want to see Americans save for their own personal security, and I want to see them, as stockholders in our government, urge economy in all phases of our national life in order to provide national security against aggression."

By their rapidly mounting participation in the Payroll Savings Plan, Americans are saving for their personal security, fighting the menace of inflation and making a major contribution to America's defense against aggression. In Mr. Collyer's own company 80% of the 33,000 employees throughout the company have already enrolled in the Plan, with two large divisions still to report.

As Chairman of the Ohio Payroll Savings Advisory Committee, Mr. Collyer knows what is being accomplished by leaders of industry, top management and labor in their joint effort to step up the Payroll Savings Plan. A few recent figures should be interesting to those not so familiar with the national picture:

• In the steel industry campaign, Carnegie-Illinois Steel Corporation (now U. S. Steel Company), recently raised its payroll participation from 18% of 100,000 employees to 77% . . . Columbia Steel Company of California went from 7.9% to 85.2% . . . American Bridge Company signed 92.8% of the workers in the large Ambridge plant . . . 87%

of Allegheny-Ludlum Steel Corporation's 14,000 employees are now on the Payroll Savings Plan . . . Crucible Steel Company of America, reinstating its plan, signed up 65% of its 14,500 employees.

• In the aviation industry, Hughes Aircraft Company went from 36% to 76% ; Boeing Aircraft enrolled 10,000 new names before Christmas.

Some dollars and cents figures? In the last quarter of 1950, sales of \$25 E Bonds—the denomination so popular with payroll savers—increased 2.5% by 245,000 bonds more—over the last quarter of 1949.

If you do not have The Plan That Protects the personal security of your employees, the national economy and our country's defense, phone, write or wire to U. S. Treasury Department, Savings Bonds Division, Washington Building, Washington, D. C. Your State Director is ready to help you install a Payroll Savings Plan or step-up your employee participation.

The U. S. Government does not pay for this advertising. The Treasury Department thanks, for their patriotic donation, the Advertising Council and

SOUTHERN HARDWARE



SOUTHERN HARDWARE for APRIL, 1951

Southern FARM EQUIPMENT

APRIL, 1951

Section of SOUTHERN HARDWARE

806 Peachtree St., N. E.
Atlanta 5, Ga.

FAST SELLING

BUILT PRODUCTS —
FIRST IN THE FIELD FOR 111 YEARS!



Heat Treated for Toughness —
Tempered for Performance



In "EMPIRE" built tillage tools, balance or "hang" is a perfected quality, resulting from "EMPIRE's" century old experience making sweeps, shovels, teeth, etc.

The scientific Isothermal heat treating process cushions shocks by imparting extra springiness and gives amazing freedom from breakage. The extra hard, fine grain steel structure takes a glass smooth finish for free scouring, lighter draft and longer wear. Farmers who know good tillage tools have preferred "EMPIRE" built products for five generations.



THE EMPIRE PLOW COMPANY

(1840)

"In Our Second Century Of Progress"

(1951)

CLEVELAND 27, OHIO

FARMER WATCHES NEIGHBOR'S TRACTOR



Ben Robinson tells how he bought his Case Model "DC" because he wanted a tractor just like the one used by his neighbor, Bernard Jackson. He said it was the easiest steering tractor for its size he had ever driven. In the year he had been watching it he was impressed by its economy, its freedom from stoppage or need for repairs. And so he became a Case customer.



AND CASE DEALER GETS ANOTHER CUSTOMER

AGAIN AND AGAIN . . . ONE CASE SELLS ANOTHER

As Case dealers push their sales by demonstrations of their own, they are backed up by the year-in, year-out demonstration of Case superiority by machines in daily use by farmers. Sometimes a sale comes walking in as a complete surprise. Many more are ready for the dealer to discover and follow up as he maintains his service and his customer contacts. All give more and more meaning to the saying that "One Case sells another." All help to build not merely sales, but customers. J. I. Case Co., Racine, Wis.

A great builder of business is the Case Centennial plow, shown here in the 3-bottom, 16-inch size with the "DC" tractor. Often called "the heavy plow that pulls light," it has been used by an imposing series of plowing-contest winners. Bought by owners of other-make tractors, it has been a bell wether bringing to Case dealers new customers for tractors, combines, balers and other units, large and small.



Owners of Wesley and Cook Co. take great pride in their coffee bar, where customers are invited to have a free cup of coffee while waiting for repair work to be completed, or to discuss new equipment.

By Theron Garvin



Successful Sales Ideas

They make their store farmers' headquarters

THREE MUST be a good reason for farmers, ranchers and businessmen to travel 50 or 60 miles to buy their farm equipment at Wesley and Cook Company, Amelia, Texas. The reason, according to O. V. Wesley and W. E. Cook, owners of the company, is the extra services offered customers, plus promotional ideas that draw them in.

This company sells tractors and implements in the showroom, in the service shop, on the farm, at meetings and at just about every other place where farmers gather. They have developed a host of selling ideas that keep the cash register ringing.

First, there are on-the-farm demonstrations. The company's two outside salesmen visit prospective customers for miles around to arouse their interest in new equipment. They leave several booklets for the farmer or rancher to read.

In a week or ten days, the salesmen pay the prospective customer another visit to arrange a demonstration at the farmer's convenience. The company finds it espe-

cially important to wait until it is convenient for the prospect, since most farmers and ranchers become irritated when they think a demonstration is being pushed on them.

The salesman then loads the assembled tractor or implement on a delivery truck and delivers it to the prospect's farm. The salesman then explains and demonstrates every detail of the machine's operation.

One important idea the company pursues is to leave the machine at the prospect's farm so he



Parts catalogs, neatly arranged in bins behind the parts department counter, offer efficiency and accuracy in selling a customer the correct parts

can become familiar with its operation. They find that most prospective customers like to "think it over" after a demonstration, and if the machinery is there for them to examine and operate, it becomes a silent salesman.

Next to the farm demonstrations, the company relies on their eye-appealing showroom display area. When a customer, or prospective customer, visits the store, he is always greeted personally by one of the salesmen and invited to browse around and examine the equipment on display.



Tired farmers and ranchers welcome the stools which have been placed at the counter of the parts department for their convenience

The inside salesmen invite the visitor to signal them for any information or demonstrations he might desire. The customers can roam the store at will and carefully examine machinery on display. The salesmen wait for that spark of interest that indicates the visitor is ready to talk business. They find it especially important to consider that most farmers and ranchers consider a tractor a sizable investment and like to take their time in deciding.

The company's street front display area is 240 feet long. Two-thirds of this area is devoted to open-air display space, with a low top to protect the machinery from the weather. A neon light circles the entire area and gives the display area a daylight effect. These lights remain on until midnight each night, and many farmers drop by to look around after their day's work.

"Farmers and ranchers take pride in their tractors, and our repair shop is winning many new customers for the company every year," Wesley explained. "When a tractor is brought to the shop for repairs, usually it is covered with dirt and grease. Before we begin work on it, we give it a good wash with our washing unit. This goodwill service is free, and the proud look on the owner's face when he sees his clean tractor, assures us where he will take his machine when future service work is necessary."

Owners of the company take great pride in their coffee bar. A huge coffee-maker, full of steaming hot coffee, is available to every customer of the company. If a customer drops in for a spare part,

to have some repair work done, or just to browse around, he is invited to have a free cup of coffee.

Six large stools are located in the parts department for customers. A majority of the customers prefer to check through one of the

books with the parts salesmen to make sure they are getting the right part. These stools are really appreciated, since most of the customers welcome the short rest.

"We have placed our literature display rack near the parts department," said Wesley, "so customers may have a place to sit while thumbing through the many booklets we have displayed. A cup of hot coffee and a short rest puts the customer in a mood to talk business."

The company lends tractors and other machinery to boys' clubs, civic and church groups and any other worthwhile cause. This creates goodwill and attracts many new customers to the store.

"We encourage farmers and ranchers to drop by the store and browse around, even though they have no purchase in mind," Wesley concluded. "We find that many customers drop in to talk and to have a cup of coffee with us. Often the conversation drifts to a new implement on display, and often an extra sale is made."



Two-thirds of the company's front display area is devoted to open air display. A low roof top protects the machinery from weather

Plans Approved for Water Systems Month

FINAL details of the 1951 National Water Systems Month campaign were approved recently at a joint meeting of the Executive Board and the Publicity and Markets Committee of the National Association of Domestic and Farm Pump Manufacturers, according to a recent announcement.

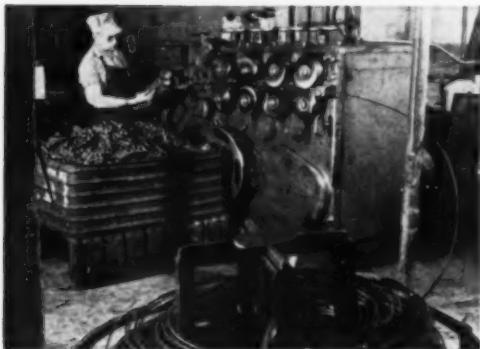
The campaign, according to Herbert C. Angster, executive secretary and director of the Association, will emphasize the dealer's role in stepped-up farm production during the national emergency. The service theme of the campaign is expressed in the campaign slogan:

"Produce More Food—Better Food; Save Labor—Guard Health." A month-by-month schedule has been adopted to co-ordinate manufacturer and dealer promotion leading up to National Water Systems Month which is during May, 1951.

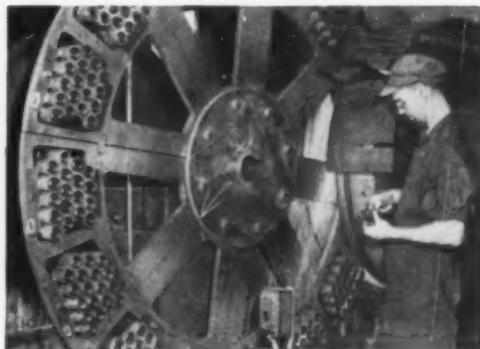
Final approval was also given the promotional kit which will be sent to dealers by the manufacturers. The kit will contain a large, four-color wall poster, direct mail folders and a large envelope. The mail pieces will be used by the dealers to point out to their customers the importance of electric water systems for increasing food production, saving labor and guarding their health.

Why IH springs stay lively longer

A report to you about men and machines
that help maintain International Harvester leadership



Automatic coiler "hatches off" 10,000 springs a day. It is one of many automatic machines that coil more than 5,000 different springs for IH products. These high quality extension and compression springs are made from thread to finger-size wire. They are as thin as $\frac{1}{16}$ of an inch . . . as thick as five inches . . . as short as $\frac{1}{4}$ -inch and as long as five feet!



"Ferris wheel" ride makes springs act alike. A slight difference in length makes a big difference in the performance of the same spring. That's why the length of valve springs may vary only a few thousandths of an inch. Here are 288 corn planter springs riding the "ferris wheel" through a big grinder which makes them all exactly the same length.



Every valve spring must prove its strength. After IH springs have passed many gauging tests during manufacture, they are subjected to a load test—forced to confess their true strength on the scales. Their strength must not be more than five percent above or below normal. The scales themselves are checked for accuracy by their manufacturer every month.



Millions of "push-ups" test valve spring stamina. This valve spring tester, which simulates actual engine operation, compresses valve springs millions of times. When this fatigue test is completed, the length and compression of these springs is double checked. They must not shrink in length or load beyond the rigid standards to which they are designed.



INTERNATIONAL HARVESTER

Chicago 1, Illinois

International Harvester Builds McCormick Farm Equipment and Farmall Tractors . . .

Motor Trucks . . .



Crawler Tractors and Power Units . . .



Refrigerators and Freezers . . .





Wayne Hammack, treasurer and store manager, prepares a mechanic salesman for a combination repair and sales trip. He is drawing outline of a road to the farm of a promising prospect for a new machine in the same territory in which he is making his service calls

By Ross Holman

OUR SALESMEN are mechanics, and our mechanics are salesmen." According to Wayne Hammack, that policy has been an important factor in building the present volume of business handled by the Farm Equipment Company of Nashville, Tenn. Hammack is treasurer of the company, which is owned by George N. Bullock.

The company keeps four full-time salesmen in the field to sell both machines and service, and these salesmen also qualify as mechanics. Hammack points out the obvious advantage of this arrangement.

"Suppose one of our salesmen calls on a farmer to sell him a tractor disc. The farmer already has bought the tractor, but is complaining about its operation. Where this circumstance arises and the salesman can locate the trouble and adjust it on the spot, he has made the possibilities of an additional sale much more promising. But if the salesman has to phone the store and ask that a special service man be sent out to locate a minor defect, meanwhile charging the farmer for a service call, he will have encouraged much sales resistance towards our firm."

Even if the machine needs a major repair requiring shop work, the salesman can save both time and money by being able to make an authoritative diagnosis on the spot.

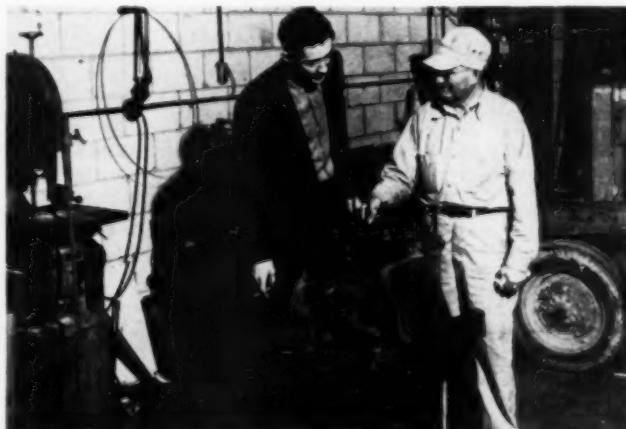
Like many other dealerships,

MECHANICS ARE

the company makes follow-up calls on its sales and believes it is extremely important to see that the new machine continues working well enough to keep the buyer satisfied with it. Sometimes an easily-remedied minor-defect—the origin of which the farmer can't locate—can cause major trouble. When a newly-sold customer becomes dissatisfied with his purchase, his dissatisfaction can have

major influence upon other prospective customers in the community. Such unfavorable publicity can hurt the best sales program. Sales are made through satisfied owners, Hammack pointed out, and the best salesmanship is that which keeps customers so pleased with their equipment that their enthusiasm will persuade other prospects.

The follow-up on a tractor sale



Walter Bay, shop mechanic, explains to a tractor prospect the mechanical details of a motor. Mechanics often close sales for the company



Left, a salesman-mechanic explains details of tractor operation while prospect sits in driver's seat. Right: having closed the sale, he watches as customer signs the order form. Salesmen who qualify as mechanics have been important in building present volume

THEIR SALESMEN

by a salesman-mechanic serves a two-fold purpose. It not only saves the company from taking a sorely needed service-man out of the shop to adjust mechanical troubles, but it enables the salesman-mechanic while on the farm to promote the sale of tractor implements that will give the owner the most profitable use of his machine. Thus, continuous follow-ups to keep the machine working to the buyer's satisfaction can be tied in with continuous sales promotions.

Making one follow-up call does the same job that ordinarily requires two has helped build the company's annual volume to a new high total. Among other items, the firm has sold, in little more than a year, 300 mechanical plant setters priced at \$177 each, all the combines the factory will let it have, a proportionate number of other implements, plus the tractors to pull them.

While the regular shop men are classified on the payroll as mechanics, they are trained to make the best of every sales opportunity that opens up while they are out on a service call. Even the parts man is a trained field salesman and is frequently sent out to close what appears to be a promising deal. One can imagine how much back-tracking over the same territory can be avoided when the

mechanic can close out a sale without having to refer a prospect's interest in a new implement to a special salesman.

When the present management took over the business two years ago, it saw that a good plant location would be a strong factor in its success. So it constructed a new building at the crossing of two well-traveled thoroughfares. Farmers can easily reach it from east, west and north without having to drive through the congested part of town. And what is more important, the store is close by the stockyards, where large numbers of farmers come each week with their livestock.

It is from this group of farmers that the company obtains its best leads for the prospect file. When farmers are surrounded by the equipment they need, there is an excellent opportunity for sales talk. And here is where the shop man's ability to sell pays off. Frequently, the regular field salesmen are out in the field. A shop man or the parts man not only does a profitable job of pinch-hitting, but explains all the technical details of each machine's performance.

"We have had good salesmen who were poor mechanics," explained Hammack. "The average

(Continued on page 144)



Customers are drawn to the company's modern building by a systematic program of direct mail advertising both new equipment and service



Left, women customers have shown enthusiastic response to Ruston Truck & Tractor Company's frequent demonstrations of home freezers and return often for new freezer accessories. Below, Bookkeeper W. R. Adams is greatly pleased with the substantial volume derived from handling freezers

Developing the Market for ... HOME FREEZERS

A VIGOROUS sales campaign aimed at promoting the home freezer as a modern convenience necessary to farm economy added \$15,000 to the 1950 volume of business done by the Ruston Truck & Tractor Co., Ruston, La.

That figure comes from an authentic source—Bookkeeper W. R. Adams. He is a sales-minded accountant who can turn from his ledgers to an effective demonstration of one of several home freezers displayed on the main sales floor.

Some sort of promotion for home freezers is going on at all times here. Every 20 days direct mail is sent out. All the movie screens in small towns within the territory carry slides on home freezers, while a well-rounded radio program gives listeners messages on home freezers every day, from Monday through Saturday.

Special demonstrations are daily events in the store, and five or six demonstration parties a year bring in the crowds.

Salesmen, inspired by a generous incentive plan, push home freezers enthusiastically.

A sound trade-in policy encourages customers to buy immediately, and demonstrations in the home close the sale.

"People are buying home freezers much faster than we had hoped when we first added the line," said Adams. "From the beginning, we set out to get our share of the extra volume we hoped would develop by handling freezers as a side line to farm machinery. The line responds well to every promotional activity we have used, yet we have scarcely dipped into the potential sales of the territory."

The tractor list is the basis for the freezer prospect and mailing list. The owners believe that a farmer who has bought a tractor can afford a freezer, and is modern enough to want one.

Every 30 days a hand-picked mailing list goes to the factory for direct mailing of current advertising matter. But the owners do not rely upon factory activities alone to keep the list active. Every 20 days they mail out something of their own—a card or a letter.

The five or six demonstration parties held during the year draw

from 50 to 75 women—just enough to fill the demonstration area of the store. P. E. Raley, who has charge of demonstrations, shows his audience how foods can be taken from the freezer and cooked on the electric range. After the demonstration the cooked dishes are served to the visitors, with free cold drinks.

The parent-teachers association, with 56 members, have their own parties here, where they register and draw for prizes, consisting of frozen foods. Each member receives a written invitation to attend.

At every demonstration special attention is given to preparing foods for the freezer, wrapping and storing them. Because home freezers are still fairly new in this territory as well as in most other parts of the country, many farm women are eager to attend active demonstrations that teach them how to handle seasonal farm products for home freezing. Okra, beans, strawberries, poultry, beef and pork always are made the subjects of special mention in the direct mail advertising, at the proper season.



Tommy plays the Tuba...



Tommy is no John Philip Sousa—not by a long shot. Fact is, Tommy himself would be the first to admit it, the first to point out that he's just an average high school youngster with a flair for music. But don't underestimate the lad. To the folks in his community, he's quite an important fellow.

Every Wednesday night, from May to September, Tommy totes his tuba to the town square. There his horn obediently blends a measured "oompah" to the voices of a score or so other instruments manned by Tommy's fellow citizens. There a local tailor cuts a melodic pattern from a trumpet of burnished brass; a Vo-Ag teacher exacts a tuneful lesson from a disciplined clarinet; farmers, merchants, tradesmen—all musicians on Wednesday night—join with Tommy in continuing a great American institution, the weekly band concert.

Dutifully they render their program—from stirring march to lively polka, from inspiring overture to latest hit tune. And then, as the last strains of the National Anthem are gathered in the arms of the tall trees around the square, the applause registers for Tommy and his fellow bandmen the thanks of a grateful audience, a tribute to those who, like Tommy, know the value of community spirit and the joy of serving their neighbors.

* * * * *

An acute awareness of his responsibility toward his community and a real pride in being privileged to serve his neighbors are ever attendant upon the John Deere dealer. With the same integrity of purpose that marks him a good businessman, he shoulders those extra little burdens which an active part in community affairs imposes and which are the epaulets of the good citizen.

JOHN DEERE • MOLINE • ILLINOIS





Home freezers are placed in prominent spots on the display floor

Usually, every mass demonstration results in several direct sales. And they assure that new names will be added to the growing mailing list.

The radio program, over station KRUS, consists of a daily hillbilly band, which catches a large number of the farm families of the parish. During football and baseball season, the Ruston Truck & Tractor Co. sponsors the broadcast, and all announcement time is devoted to home freezers.

Many freezer sales are made by setting up a unit in the home for a free demonstration, if the prospect is not ready to buy. Most prospects buy, after they have consented to the home demonstration, especially when they are offered \$10 worth of frozen foods, without charge.

The two outside salesmen work on the point system. For each freezer sold they are credited with 625 points. At the end of the sales campaign, the points are added up, and bonuses distributed.

Many farm families trade in their old refrigerators on a freezer, because they are offered greater trade-in value than they would get on a refrigerator. They then buy a new refrigerator without having something to trade.

"We are finding the home freezer to be an excellent stimulant to more refrigerator sales," said Adams. "Prosperous farm families want the newer models of refrigerators, and are glad to trade in their old ones on the home freezer we have led them to want."

When a freezer is placed with

a farm family, the salesman obtains the names of all the neighbors. During the month while the freezer is on demonstration, it will be shown by the home-owner to his neighbors—some of whom will ultimately want a demonstration in their homes.

"We consider the home freezer the coming line of the future," Adams said. "It won't just sell itself, but it does respond surprisingly fast to a little enthusiastic promotion."

M-H Appoints Bloom First Vice President

JAMES S. DUNCAN, chairman and president of Massey-Harris Co., Ltd., Racine, Wis., announces the appointment of H. H. Bloom as first vice president, following his election to the board of directors at the annual meeting of the company, replacing W. K. Hyslop, who has retired from business.

Mr. Bloom's appointment as a director maintains on the Board the representation of the company's United States Division, of which he is president.

Mr. Bloom has been associated with the company since 1923, in various executive positions. For his services as administrator of farm and road machinery with the Canadian government in World War II, he was awarded the O.B.E., and he has acted also as advisor on agricultural machinery to the Department of Trade and Commerce and liaison between Ottawa and Washington. He is presently

serving as a member of the Farm Machinery Equipment Manufacturers Industry Advisory Committee, an appointment he recently received from the National Production Authority of the U. S. Department of Commerce.

Oliver Net Sales Show Increase . .

DIRECTORS of The Oliver Corporation, 400 West Madison St., Chicago, farm and industrial equipment manufacturer, increased the quarterly dividend on the 803,921 shares of outstanding common stock to 60 cents per share at the February meeting in Chicago recently. The dividend was payable March 31, 1951 to stockholders of record March 9, 1951. Following the meeting, net sales of \$21,434,998 for the first quarter of the fiscal year ended January 31, 1951, were reported by Alva W. Phelps, chairman of the board, and A. King McCord, president. This volume is an increase of \$3,408,205, equivalent to approximately 19 percent, over sales for the same period last year.

Estimated net earnings for the first three months this year were \$1,055,000 after provision for income and excess profits taxes of \$1,054,000 as compared with net earnings of \$843,000 after provision of \$562,000 for income taxes in 1950. After dividends on the 4 1/2 percent cumulative convertible preferred stock, these earnings are equal to \$1.20 per share of common stock, compared to 93 cents per share in the same period last year.

The spokesman said that sales of the company's products are limited only by availability of raw materials, principally steel, which is already in extremely short supply. Mr. McCord, who is a member of the Industry Advisory Committee to the National Production Authority, said that the essential contribution of farm machinery to American food production goals is recognized by government agencies, and government assistance in procuring materials necessary to build at least as much farm machinery as last year should be forthcoming. He warned, however, that unless such a program is put into effect in the very near future, farm machinery production during the second half of the year may be reduced by as much as 40 percent.

Preference

measured by the mile

Where farm trade is important, thousands of dealers know from experience that Keystone Steel & Wire products have earned a business-building customer preference. These are some of the reasons:



MATERIALS . . . are quality-controlled from Keystone's own open hearth furnace, through its own wire-drawing mills—to the final product. For example, Red Brand fence gives *extra* service because the right amount of copper used to provide rust resistance, the exact degree of hardness, the amount and method of applying the zinc coating—are all under the supervision of metallurgists who can base their decisions on Keystone's over sixty years of experience.



CONSTRUCTION features . . . The fence is woven on machines of Keystone's own design. Knots give both strength and durability. For example, stiff stay Square Deal knots, hold like a vise, yet permit the flexibility of the line wires. Picket-like one piece stay wires keep the fence erect. The knot is corrode-resisting, will not hold water. No projecting ends to snag clothing or injure livestock. Hinge-joint Monarch knots work like a hinge and give under pressure, yet cannot slip. There is ample wrap around the line wires—no projecting ends.



MERCHANDISING support by Keystone, not only promotes Keystone products but helps make the dealer's entire operation more profitable—more significant in his community. Ask the Keystone representative, or write for facts about the Red Brand Practical Land Use merchandising program.

CUSTOMERS . . . farmers in all parts of the country recognize the extra values built into Keystone products . . . Thousands of farmers have standardized on Red Brand fence and easy-to-set Red Top steel posts, for years and years . . . their satisfaction assures repeat business for dealers.

RED BRAND • Square Deal Type
Monarch Type • Non-Climbable FENCE
RED TOP STEEL POSTS

MADE BY

KEystone Steel & Wire Company
PEORIA 7, ILLINOIS

Minneapolis - Moline and B. F. Avery & Sons Merge

STOCKHOLDERS of Minneapolis-Moline Co., Minneapolis, Ia., Minn., and of B. F. Avery & Sons Co., Louisville, Ky., approved a merger of the two companies at special meetings held February 27. The merger became effective March 1.

It was announced also that Philip H. Noland, president of Avery, was named a vice president of Minneapolis-Moline. Two other Avery officials were appointed to positions with M-M also. S. C. Turkenkoph, vice president and treasurer, was elected assistant treasurer of M-M, and G. A. Sommers, Jr., secretary, was appointed assistant secretary of M-M.

After working for Deere & Co. for 10 years and serving as captain of engineers in World War I, Mr. Noland joined Moline Plow Co., first as branch manager at Kansas City and two years later as vice president and general sales manager. In 1929 he became vice president and director of Minneapolis-Moline Power Implement Co. In 1932 he joined B. F. Avery & Sons Co. as vice president and director. He became executive vice president of that company in 1942 and president in 1944.

Mr. Turkenkoph first became associated with the farm machinery business in the engineering department of the Universal Tractor Mfg. Co. at Columbus, Ohio, in 1914, and in 1916 he joined Moline Plow Co. at Moline, Ill., as manager of tractor division and tractor sales. From 1920 until 1939 he was successively manager of Texas Moline Plow Co., Rock Island Plow Co., and J. I. Case Company. He has been with Avery since 1939.

Mr. Sommers joined Avery in 1943 as an accountant and became secretary of the company a year ago.

Founded in 1825, B. F. Avery & Sons Co. is one of the oldest in the industry. It manufactures two sizes of farm tractors and a line of tractor-drawn or attached implements including tillage tools, planters, hay tools, and spreaders. Its products have been marketed primarily in the southern and southeastern states.

The Avery plant located in Louisville occupies about 48 acres of land, and its buildings provide about 800,000 square feet of floor space. In addition to Louisville, it maintained branch offices and warehouses at Dallas, Texas, and Memphis, Tenn.

Commenting on the merger, W. C. MacFarlane, president and general manager of M-M, said, "The Minneapolis-Moline plants have been operating at full capacity, and we believe we can profitably use the Avery plant capacity. We intend to continue and expand production at Louisville and gradually integrate the Avery personnel, products, and dealer organization with those of our company."

Scholl Named General Mngr., A-C Tractor Div.

WILLIS G. SCHOLL has been named general sales manager of the Allis-Chalmers Mfg. Co. Tractor Division, Milwaukee, Wis., according to an announcement by R. S. Stevenson, vice president in charge of the firm's tractor division.

Mr. Scholl has been eastern territory manager of the tractor division's sales force since 1947. In this capacity he supervised the firm's industrial and farm equipment branch organization in the eastern part of the United States and Canada.

His early experience in the sales



Willis G. Scholl

field was in the insurance business and later as a retail salesman with an Allis-Chalmers dealer. He joined Allis-Chalmers in 1936, as a salesman for the firm's tractor division branch at Columbus, Ohio. In 1941 he was named assistant branch manager of the Toledo branch house, and in 1943 he was named manager of that branch. He held this position until his appointment as eastern manager in 1947.

New Irrigation Pumps Introduced by Goulds

GOULDS Pumps, Inc., Seneca Falls, N. Y., announces a complete line of new irrigation pumps for all types of irrigation systems, to provide customers with the correct unit for any condition encountered in irrigation practice.

Centrifugal pumps powered by gasoline engines, electric motors, or for belt drives, and self-priming pumps powered by either electric motors or gasoline engines are included in the line, and fully explained in a new Goulds Irrigation Pump bulletin, now available from the Seneca Falls office or Goulds branch offices.

The eight units in the gasoline-engine driven centrifugal line afford capacities to 1000 gallons per minute and pressures to 120 lbs., while six electric motor-driven centrifugals afford capacities to 1800 g.p.m. and pressures to 140 lbs.

The belt-drive centrifugals derive power from a tractor, gasoline engine or any utility electric motor and have a range from 50 to 1500 g.p.m. and from 35 to 70 lbs. pressure.

The self-priming units, some of which can be supplied with "lawn mower" mounts for increased portability, have capacities from 10 to 700 g.p.m. at pressures from 40 to 55 lbs.

All units are supplied with a special irrigation type strainer for the end of the suction pipe. Both flexible coupling and close-coupled types are offered. The flexible type utilizes standard pump units and standard engines which can normally be procured or replaced quickly and easily. The close-coupled type makes a compact unit that can be conveniently mounted almost anywhere, with no danger of misalignment.

All units can be made portable by mounting on special wheel mounts, which are now available.

The NEW **NEW IDEA** power take-off mower

New No. 40
(semi-mounted type)
can be hitched
or unhitched in
a few minutes

... and a few minutes is all the time it will take you to convince farmers that this mower "has what it takes".

The features of the No. 40 sell themselves — there's no going wrong when you offer a semi-mounted mower that is easy to hitch, makes square turns, has a heavy tubular steel

frame, fits any tractor, and is readily adapted to hydraulic lift control.

Now, with the new No. 40 semi-mounted mower, dealers everywhere can offer a more complete line of distinguished mowers. If there is no **NEW IDEA** Dealer in your territory, write us.

1 No. 40

Semi-mounted mower with spring balance cutter bar lift, tubular steel frame.

Get the mower business with these THREE
great **NEW IDEAS**

2 No. 30-A

Power take-off tractor mower with mechanically lifted cutter bar.

3 No. 30-AH

Power take-off tractor mower with hydraulically lifted cutter bar.

ALL **NEW IDEA** mowers have closely spaced hold-down clips on their cutter bars for more efficient cutting.

NEW IDEA
FARM EQUIPMENT

NEW **IDEA**

AVCO
DIVISION MANUFACTURING CORPORATION
COLDWATER, OHIO SANDWICH, ILL.





Recently promoted by Allis-Chalmers, left to right, are: W. A. Roberts, president; R. S. Stevenson, vice president, tractor division; W. C. Johnson, executive vice president of the company

Allis-Chalmers Elects New Officers . . .

WILLIAM A. Roberts has been elected president of Allis-Chalmers Mfg. Co., Milwaukee, Wis., succeeding the late Walter Geist, according to an announcement by the firm's board of directors.

W. C. Johnson, executive vice president in charge of general machinery division, was named executive vice president for the company, while R. S. Stevenson, general sales manager of the tractor division, was named vice president in charge of the tractor division.

Other new appointments include: A. W. Van Hercke as vice president in charge of engineering for the tractor division; John Ernst as vice president in charge of tractor division manufacturing; J. L. Singleton, vice president in charge of the general machinery division; and Fred Mackey, vice president in charge of general machinery manufacturing.

Mr. Roberts, once a Missouri farm boy, began his career with Allis-Chalmers in 1924 as a salesman for the company's branch in Wichita, Kansas. He was elected vice president in charge of the tractor division in 1944; executive vice president in charge of the tractor division in 1947; a director in 1948; and a member of the board's executive committee in 1948. He is past president of the Farm Equipment Institute, a member of its executive committee, and chairman of its soil conservation committee.

Mr. Stevenson has been associated with Allis-Chalmers since 1933. He began as a salesman with the Kansas City branch, and two years later became assistant man-

ager of the Omaha branch. In 1936, he was transferred to the home office, where he advanced from assistant Southwest division sales manager to general sales manager. He is a vice president of the Farm Equipment Institute.

Mr. Van Hercke has been connected with tractor and farm equipment sales and development all of his life. His father was a farmer and farm equipment dealer, and Mr. Van Hercke continued this association until 1932, when he joined Allis-Chalmers as a crawler tractor and road machinery salesman out of the Kansas City branch. In 1939, he became implement sales manager, general sales manager in 1941, and director of engineering for the tractor division in 1943.

New Idea Introduces Mower, Low-Wheel Rake

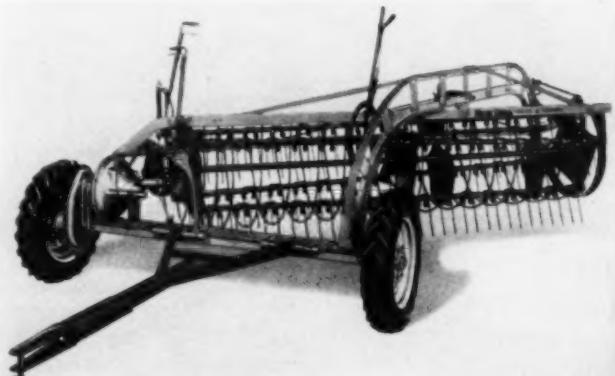
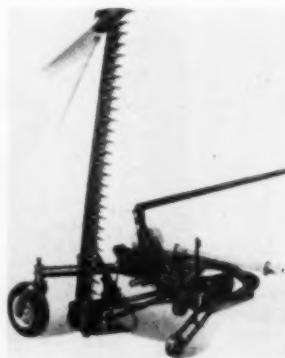
NEW IDEA Farm Equipment Co., Coldwater, Ohio, announces

production of two new units: a semi-mounted mower and a low-wheel rake.

Added to a line of free trailing, power-take-off mowers, the new semi-mounted model features a simplified V-belt drive, tubular steel frame, and retractable wheels for easy hitching and storage. Still retaining the "square corner" feature of present models, it hitches with only two bolts to tractor drawbar or mounting brackets. It is easily adapted to tractors equipped with hydraulic lift arms, and can be used with double or single action hydraulic cylinders. Mechanical lift arm offers easy raising or lowering.

Featuring the bridge truss arch, the new side delivery rake features an oil-bath gear case, an enclosed roller chain main drive, and refinements in the yielding, spiral reel. Equipped with a quick-shift tedding gear, the specially designed double-curved rake teeth tread at twice raking speed.

Operating highlights include easy, noiseless draft, a raking action that exposes heavy stems and protects leaves, and gentle tedding.



Sell Dependability!



New control valve saves you money. Makes easier job. Has handy plunger plug and drain plug.

F&W 2-Stage Deep Well Jet Pump



F&W Vertical
Piston Pump
Reliable, quiet and
durable pump for
irrigation, water
and shallow well
systems.



Deep Well & Jet
Pump
Reliable, quiet and
durable pump for
irrigation, water
and shallow well
systems.



Shallow Well Pump
Reliable, quiet and
durable pump for
irrigation, water
and shallow well
systems.

DEPENDABLE
FOR
85 YEARS

F&W
WATER SYSTEMS

It's the one great quality your customers need in a water system. And with the F&W line you supply them with unmatched dependability whether they have a deep or shallow well and whether they prefer a centrifugal-jet or piston type pump.

And all these F&W water systems are great performers. Typical is the new F&W two-stage deep well pump shown on the left. It delivers high capacities at depths formerly reached only by more expensive three-stage pumps. Go on down the whole F&W line and you'll find the same high performance and that great quality of dependability that your customers need and want. Drop us a line and we'll be glad to send you full information on the line that sells and stays sold.

FLINT & WALLING MFG. CO., INC.
419 Oak Street, Kendallville, Indiana



Glenn Fadden, left, and Sales Manager H. E. Wolgamott demonstrate one of the Fadden Pump Co.'s new shallow well fresh water systems

Fadden Manufactures Own Water System . . .

EXHIBITING for the first time as a manufacturer, the Fadden Pump Co., Minneapolis, Minn., displayed its new shallow well fresh water system at Minnesota's recent annual convention of the Independent Retail Hardwaremen of America.

The new system, designed especially for farm and suburban home use, was presented in an operating exhibit. In addition to two systems operating at the front of the booth, a large aquarium containing varieties of fish was located at the rear. A Fadden system was attached to the aquarium to circulate the water.

Manufacture of the Fadden fresh water system began a little over a year ago. Today, the company is tooling to produce 2,000 units per month. It was developed by Glenn Fadden, founder and president of the company. Operating on a proven and fully patented pumping principle, the system is self-priming and completely automatic, requiring only a turn of the tap to set it into operation.

Features include the elimination of the conventional water storage tank to permit direct drawing of fresh water in variable amounts from shallow wells, streams, lakes, etc.; compactness in a single package weighing only 36 lbs. and measuring 17 x 11 x 9½ inches; three sizes with rated capacities from 250 to 600 gallons per hour at 25 feet suction lift and 20 lbs. pressure.

Sales manager for the company is H. E. Wolgamott, who has had

wide sales experience in the plumbing and heating and hardware fields for over 21 years.

Windolph Garden Maker Now in Production . . .

A NEW low-priced rotary tiller, called the Windolph Garden Maker, is now in full-scale production at the Windolph Tractor Co. of Portland, Oregon. Weighing



only 72 pounds, the new machine is said to be easy to handle and to meet the needs of the average

home-owner, as well as professional gardeners and nurserymen.

A unique feature of the new machine is its propulsion. The full power of its 2 h.p. air-cooled engine is applied directly to the tines which propel the machine at normal walking speed as they chop and pulverize the soil. The gear-driven tines are front-mounted so the machine can work right up to shrubs, fences and in any tight corners.

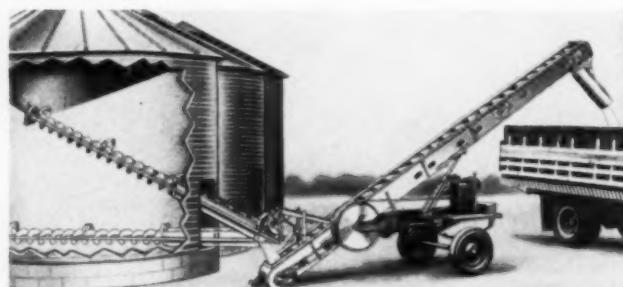
The hoe-type blades are made of special Arma-Loy steel and designed to be self-cleaning and self-sharpening. By adding or removing tines and spacers, the tilling width can be adjusted from a normal 16 inches down to 7 inches for close narrow work, or up to 21 inches for cultivating.

Rubber-tired or steel wheels can be used in place of the tines to convert the Garden Maker into a 2-wheel machine for other uses. Attachments are available from the manufacturer for power spraying, pumping water, clod busting, furrowing or leveling ground. With a sickle bar attachment, the Garden Maker cuts weeds, tall grass or hay.

Kooiker Announces New Koyker Grain Remover

KOOIKER Mfg. Co., Hull, Iowa, has introduced a new Koyker Grain Remover that unloads grain from bins and piles quickly. Auger blade moves grain at the rate of 750 to 1500 bushels per hour. Grain is delivered into elevator and loading.

The grain remover attaches to round or open, straight or flare sided, portable or stationary elevators. It is powered from the flight drive of the elevator. The remover allows one man to unload grain with ease, it was announced.





Mat Advertisements



Tillage Steel Advertisements



Folders

Radio Scripts



Look How
Planet Jr.
 HELPS YOU
 INCREASE SALES AND PROFITS

Selling Planet Jr. Farm and Garden Equipment is easier, much easier, when you make full use of Planet Jr.'s Sales Aids. Powerful national advertising, such as the "Garden Drudgery" campaign, placed in the Farm Journal, Better Homes and Gardens, Pathfinder and in other leading farm and garden publications, sets up sales. Millions of people are reading about Planet Jr. Equipment and are live prospects. But making customers out of prospects requires sales and promotion effort in your own territory . . . day in, day out, the year 'round. Start today and tie in with Planet Jr.'s new "Garden Drudgery" promotion. Write for the Sales Aids you need and see how easy it is to increase your sales and profits. Write today for reprints, mat ads, catalogs, stuffers and folders.

Finest In



The Field



Literature

S. L. ALLEN & CO., Inc., 3421 N. 5th St., Philadelphia 40, Pa.





Case Introduces New Break-Away Plow

THE J. I. CASE Company, Racine, Wisc., is now introducing a new Break-Away mounted plow as an additional Latch-On-Implement for the Case "VA" Series Tractors. This new item has all the advantages of a mounted plow in addition to the protection of a sure-acting break-away coupling.

When it hits an obstruction, the plow uncouples. The tractor operator stops, and without dismounting, he backs the tractor, and the plow re-couples automatically. The plow is then lifted over the obstruction and dropped back into the furrow by using the hydraulic control. The entire operation can be accomplished in a surprisingly short time.

Field tests show that it takes only thirty seconds or so to re-couple and go ahead. Like the many other Latch-On-Implements, this new plow has one-minute hook-up to the 3-point Eagle Hitch. It has accurate depth control in uneven soil and hydraulic control.

The new plow was shown at the recent Pennsylvania Farm Show at Harrisburg, Pennsylvania.

Automatic Water Softener Announced by Myers

THE F. E. MYERS & Bro. Co., Ashland, Ohio, has announced a new automatic water softener, the Softmaster. To regenerate the new unit, you push a button which can be located anywhere in

the house, and electrical controls complete the entire regeneration cycle.

An automatic by-pass permits water to be drawn to any outlet during the regeneration for any emergency. No salty water can enter the house lines. The only attention required is to add salt to brine tank two or three times a year. Water level in the brine tank is accurately controlled by two feeler electrodes, which prevents salt from creeping up sides of tank.



No special electrical connections are necessary. The unit may be plugged into any 110 volt outlet.

The double check system has been incorporated into the new softener to eliminate a gravel bed. This allows 44 percent more Zeolite in the mineral tank and provides a greater softening capacity, it was announced.

Tanks are heavy gauge steel, galvanized inside and out with two coats of white enamel added. All working parts are copper or brass for long life. The new unit comes in a selection of three sizes and two Zeolites.

Corson Offers New Tractor Seat Cushion

CORSON Bros., Inc., Indianapolis, Ind., announces a new Corson tractor seat cushion with sponge rubber filler and vinyl-coated plastic top.



Designed to absorb tractor jolts and provide more comfortable riding even on shock-absorbing tractor seats, the cushion is quickly installed and removed. It is tied onto the seat by means of five ventilating eyelets, with cord passed through the holes in the tractor seat.

Corson Bros. announces that the new product will be distributed by Corson implement dealers from coast-to-coast.

Dearborn Publishes New Farm Equipment Catalog

"POWER for Production," a 40-page catalog covering the Ford Tractor and the Dearborn line of farm equipment, as well as the contributions of mechanization to better farm living, has been published by Dearborn Motors,

*ANOTHER NEW
"EASIER-TO-SELL"
FOR DE LAVAL DEALERS!*



Once again De Laval advanced engineering brings exclusive and outstanding advantages to De Laval Milker users. The new "Series 60" De Laval Magnetic Speedway and Sterling Speedway Milker Pumps, now available after long and exhaustive field testing, completely eliminate the lubricating problem.

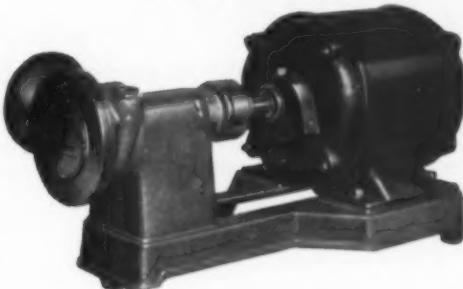
They require no oil at any time. The new type rotor blades are self-lubricating and self-sealing against the cylinder wall of the pump. The bearings are of sealed design and factory-lubricated for life. Substantial savings result to the De Laval Milker user.

In addition, the design of the new De Laval "Series 60" Milker Pumps require less power to operate, summer or winter.

De Laval advanced engineering makes "easier-to-sell" products for better De Laval Dealer profits.



Larger size De Laval "Series 60" Milker Pumps are of V-belt design. (Magnetic Pump illustrated)



Smaller sizes of "Series 60" Pumps are of the simple, efficient direct-drive type. (Sterling Pump illustrated)



**YOU
CAN LOOK TO
DE LAVAL...**

for a profitable dealership that will serve the needs of the farm families in your area who have the desire to buy, the cash to buy with . . . and who look to De Laval's Better Products for Better Farm Incomes and Better Farm Living.

**Write Your Nearest De Laval Office
For Full Dealership Information**



Birmingham, Michigan.

Starting with a brief history of the Ford Tractor and the Ford Motor Company's contributions to American agriculture, the booklet shows how the modern Ford Tractor has been designed with versatility in mind—a "heavy" tractor with plenty of power for the tough jobs and a "high speed" tractor for the light jobs. Cutaway pictures show the rugged design of the tractor and its extra features provided at low cost by outstanding design and mass production techniques. The built-in hydraulic

mechanism, which provides steel "muscles" for many farm jobs, is diagrammed and explained.

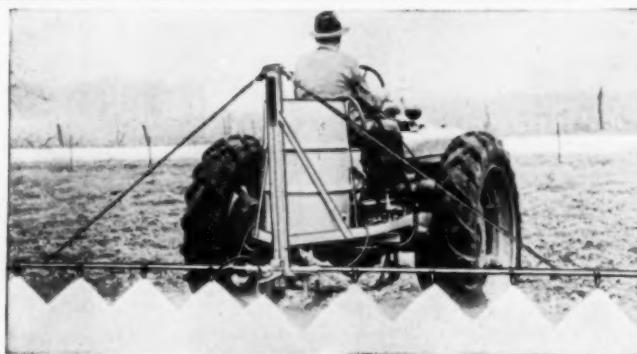
"Power for Production" is liberally illustrated with two-color action photographs of farm equipment. Modern methods of seed bed preparation, planting, cultivating and harvesting are shown. Several pages also are devoted to the many miscellaneous farm jobs, which once required many man-hours of labor but now are accomplished in a fraction of the time by modern farm machinery. This section demonstrates why the modern tractor

is a year 'round power plant enabling the farmer to produce more with less time and effort.

The booklet is being distributed through Ford Tractor dealers.

Ferguson Names Boardman Southern Regional Head .

CURRY W. STOUP, general sales manager for Harry Ferguson, Inc., 3639 E. Milwaukee Ave., Detroit 11, Mich., has announced the establishment of new regional headquarters in Atlanta, to coordinate distribution and service on Ferguson tractors and farm implements in Georgia, Florida, Alabama, Mississippi and Louisiana.



CENTURY Dealers' Sales topped Sprayer average by 39%

* Based on published results of an independent research organization's survey of 1466 farm implement dealers. Date of survey: September, 1950. Name of this nationally known organization furnished upon request.

Dealers voted Century Sprayers "1st Choice" . . .

According to the survey, dealers gave the following reasons for preferring Century Sprayers: "Reasonable in Price" . . . "Quality" . . . "Easy to Operate" . . . "Parts Readily Available" . . . "Good Service" . . . "Easily Mounted on any Tractor" . . . "Well Built" . . . "Gave Best Results" . . . "Adaptability" . . . "More for the Money" . . . "More and Better Features." It's easy to sell a Century Sprayer!

Profitable Dealer Franchises Available - Sell a Complete Line!

1, 2, 4, 6 and 10-row Century Sprayers; tractor, trailer, truck models; units to mount with a cultivator; hand spray gun model; full line of accessories.

Contact your nearest Century Distributor - Today!

Mid-Western Distributors:

Farm Equipment Sales Co., Bloomington, Ill.
Robt. L. Fischer Company, Butler, Wisconsin
G & H Supply Company, Mansfield, Ohio
The Hamilton Company, Cedar Rapids, Ia.
A. H. Lock Company, Lincoln, Nebraska
Minneapolis Iron Store, Minneapolis 1, Minn.
Minor Supply Company, Minot, N.D.
Price Bros. Equipment, Inc., Wichita, Kansas
Stover-Winsted Co., Indianapolis 4, Indiana

Western Distributors:

Interstate Tractor Sales, Inc., Denver 9, Colo.
Tractor-Implement Co., Salt Lake City, Utah

Or Write
Direct to

CENTURY ENGINEERING CORPORATION
Farm Equipment Division • Cedar Rapids, Iowa

Southern Distributors:

Servis Equipment Company, Dallas 1, Texas
Stratton-Baldwin Co., New Orleans, La.
Stratton-Warren Hdw. Co., Memphis, Tenn.

Southeastern Distributors:

R. C. Cropper Company, Macon, Georgia
Mitchell Sales Company, Cambria, Virginia
Job P. Wyatt & Sons Co., Raleigh, N. C.

Eastern Distributors:

Hamilton Equipment, Inc., Ephrata, Penna.
John Reiner & Co., Long Island City 1, N. Y.

Norman H. Boardman

Norman H. Boardman, former director of the special sales and industrial department of the Ferguson firm, will be the regional director for the area. Mr. Boardman formerly served with the engine sales division of Continental Motors.

The Atlanta office is located at 800 Peachtree St., N. E., Atlanta, Ga.

BBB Introduces New Wagon Box Unloaders

TWO NEW labor-saving units are announced by BBB Manufacturing Co., Plato, Minn., makers of the Plato line of crop handling equipment. They are the Powerhouse Unloader models PH-120 and PH-140.

The PH-120 is a completely new, skid-mounted unloader that operates on gas or electric power and features a telescoping drive tube, variably speed end-gate operation, clutch control and sealed, self-aligning ball bearings.



Insurance News

IMPLEMENT and HARDWARE INSURANCE CO. • OWATONNA, MINN.



ONE LIABILITY SUIT CAN TAKE EVERYTHING YOU OWN

**It Costs But a Few Dollars
More a Year to Raise the
Limits of Present Policies**

A sidewalk collapsed in front of an Illinois store plunging three women into a twelve foot pit. One woman was killed, the others seriously injured. Suits of \$110,000 followed against the store, the building and the city.

In an Illinois Hardware store a farmer buying some wire fence followed the clerk back through a dark room where he was not expected to go. He was killed in a fall through a trap door to the basement. His heirs won \$5,280, affirmed by the Illinois appellate Court.

In River Rouge, Michigan, Christmas decorations pulled a brick parapet wall down to the sidewalk, crushing an 8 year old boy to death. Parents sued the building owner, decorating company and the city for \$50,000.

A periodic survey of the amount of liability insurance protection carried compared with current hazards is needed, so that, if even a small accident brings a big judgment, it need not mean financial disaster.

When someone is injured in your building, on your premises, or by your car or truck, liability insurance takes over, assumes full responsibility, pays all costs for first aid, makes a complete investigation, conducts the trial and pays the legal expense, pays court costs, and pays any judgment or out of court settlement, up to policy limits. There remains the important responsibility of seeing that you have the proper liability coverages with adequate limits. Because this requires thorough insurance knowledge, you are invited to consult without obligation, your friendly Federated man. You'll like his expert counsel, and thorough service. For his name consult your classified telephone directory or write us.

A LETTER FROM A POLICYHOLDER



"Just want to let you know that I am pleased to be doing business with Federated Mutual.

"It is my belief that your company has a sincere interest in the farm implement dealer and his problems.

"Without hesitancy, I recommend Federated Mutual to other implement dealers who want an adequate insurance program at substantial savings."

Yours very truly,
BYNUM IMPLEMENT
COMPANY

GUY L. BYNUM, President
Moultrie, Georgia

Our "justice" is silly. If a man robs you, you must help support him in prison, whereas he should work and repay you.

A psychologist is a man who, when a beautiful girl enters the room, watches everybody else.—BRUCE PATTERSON. *English Digest* (London).

SUPPORT YOUR ASSOCIATION!

One of the many services for association members is the availability of business forms and supplies. These include pay roll record blanks, repair order forms, pay roll envelopes, inventory control cards and other business supplies. You benefit by the purchasing power of the entire membership. It's good business to support your association and take advantage of its services.

Questions about Insurance?

Ask Federated's QUESTION BOX

Q. An insured admitted his responsibility for an accident and paid the claimant \$50.00. Is the insured entitled to reimbursement of \$50.00 from his automobile insurance carrier?

A. No. The insured shall not, except at his own cost, voluntarily make any payment, assume any obligation or incur any expense other than for such immediate medical and surgical relief to others as shall be imperative at time of accident.

Protect Yourself with Installment Sales Insurance!

When merchandise sold on time payment is destroyed your equity in such merchandise is in jeopardy. If your customer had it covered or if he has ample personal resources you will undoubtedly recover. But if you do not like these "ifly" conditions you will want the positive protection of installment sales insurance!

The best part of installment sales insurance is that it is so simple to add its cost to the merchandise when making the sale. It is so low and so sound that no purchaser objects.

For full details call the Federated Mutual man.

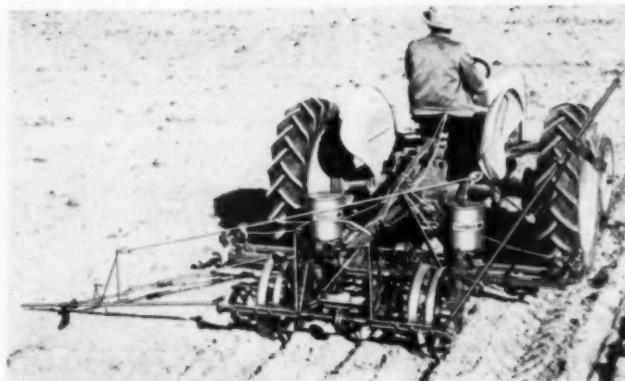
SAFE BETS



THE IDEA OF FIXING
THAT LAMP'S NOT SO HOT—
DON'T FOOL 'ROUND WITH WIRES,
IF YOU DON'T KNOW WHAT'S **WATT**!

The PH-140 is mounted on semi-pneumatic tires and includes many of the features of the 1950 model, plus new safety features. These consist of the automatic prevention of false end-gate return with a slip clutch, safety shear pins on main drive shaft, and a new extended frame.

The new units are designed for faster, easier handling of chopped hay, corn, ensilage and small grains. Thoroughly farm-tested, the Plato Powerhouse unloaders carry a 90-day warranty against defects in parts and workmanship.



New Corn Planters Added To Dearborn Line . . .

Two new corn planters have been added to the farm equipment line of Dearborn Motors, Detroit 3, Michigan, national marketing organization for the Ford Tractor and Dearborn Farm Equipment.

They are the Dearborn corn drill planter, designed for planting corn, beans, peas, sorghums and other row crops. Both are precision built, ruggedly constructed

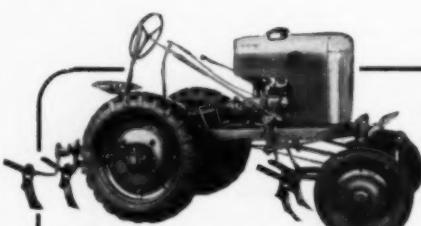
implements which have been extensively field tested.

The planters are designed to attach to the Ford tractor, making both units full lift type implements and contributing to their economy and ease of operation. Maximum maneuverability is provided for turning at row ends, backing into point rows and for transport. No clutches are required to throw the planters out of gear, because the implements are ground

wheel driven and stop planting when lifted.

The Dearborn corn planter has been engineered for uniform and accurate check-rowing, drilling or power hill dropping. Seed plates are available for any size or kind of corn desirable to plant. Plates also are available for planting seed other than corn.

The Dearborn corn planter can be converted to hill drop by rearranging a cam on the hopper



"DU-ALL"
Riding
Tractor

FLEXIBILITY OF USE helps the "Du-All" Riding Tractor and "Peppy Pal" Walking Tractor sell themselves. Numerous attachments help you to extra profits too, because they let Shaw Tractors seed, rake, saw wood, harrow, disc, cultivate, mow, plow and do hundreds of other jobs quickly and easily.

ECONOMY OF OPERATION. Patented, exclusive design assures maximum power and bulldozer traction. Heavy-duty, tested engines get the most from every pint of gasoline... give customers more for every dollar.

FINE QUALITY AT LOWEST COST. Simplicity of design, mass production techniques, over 50 years farm equipment engineering experience result in low-cost, dependable construction... the kind your customers want. Easy to start, easy to run... a child can operate any Shaw Tractor.

ATTRACTIVE PROFIT MARGINS

Attractive profit margins are due to mass production and mass buying of raw materials. Special prices are offered to distributors buying in large quantities.

SOME CHOICE DEALERSHIPS STILL OPEN

You can start cashing in on Shaw profit opportunities today. For complete information on how to build profits in the field of small tractors, write direct to manufacturer now.

shaw

MANUFACTURING CO.

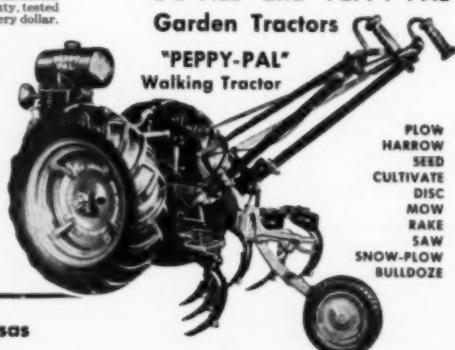
8304 Front Street, Galesburg, Kansas

Profit From A Tractor Line
That Helps Sell Itself

shaw

"DU-ALL" and "PEPPY PAL"
Garden Tractors

"PEPPY-PAL"
Walking Tractor

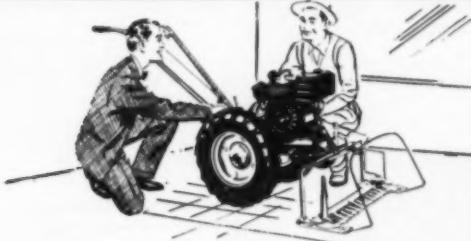


PLOW
HARROW
SEED
CULTIVATE
DISC
MOW
RAKE
SAW
SNOW-PLOW
BULLDOZE



Simplicity is a SALES MAKER

12 MONTHS A YEAR



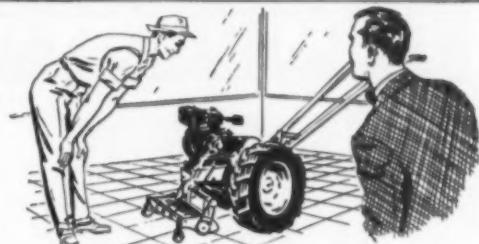
"Customers want facts on performance, and Simplicity offers plenty. Take the Simplicity Tractor and Sickle Bar attachment for example — clears 4 to 5 acres in less than a day. Sales-facts like that put cash in my pocket."



"When I put a Simplicity through its paces at my prospect's place — like I'm doing here with the Brush and Log Saw attachment — that's when sales resistance really melts away."

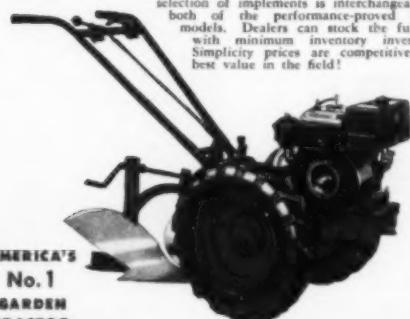


"Any season of the year, it's a pleasure to visit my Simplicity owners . . . to see how Simplicity saves them time and work. They're my best source of new prospects too."



"It's mighty, mighty satisfying — and profitable — to greet those customers when they come back, again and again, to buy more low-cost, work-saving Simplicity implements. Simplicity stays sold!"

All-Season profits with **Simplicity** GARDEN TRACTORS and implements



AMERICA'S
No. 1
GARDEN
TRACTOR

Simplicity has a year 'round merchandising program, backed by the industry's biggest, most consistent advertising campaign. Simplicity's big selection of implements is interchangeable on both its high performance-proven tractor models. Dealers can stock the full line with minimum inventory investment. Simplicity prices are competitive — the best value in the field!

Simplicity MODELS COVER THE MOST POPULAR HORSEPOWER CLASSIFICATION

(85% of all garden tractors sold are in the 2 to 3 h.p. range)

3 H.P. MODEL M-1 TRACTOR — 5 forward speeds — with new "Lo-Lo" speed. Fully enclosed gears. Heavy duty one-piece frame. Patented "Quick-Hitch". Briggs & Stratton Model N Engine.

2 H.P. MODEL L-1 TRACTOR — Twin to the 3 h.p. M-1. Designed for lighter work. Briggs & Stratton Model N Engine.

SIMPPLICITY MANUFACTURING COMPANY
1212 Spring St., Port Washington, Wis.

I'm interested in the profit opportunity in a Simplicity dealership. Please send all information as soon as possible.

NAME _____

ADDRESS _____

CITY _____ STATE _____

Some dealerships still available — Write today for full information **USE THIS COUPON!**

drive shaft. To drill corn, beans, peas and other crops, the operator needs only to move the valve levers on the planter boots to the drill position and select the desired size of sprockets and plates for drill spacing. Check wire actuates the planter check shaft and valves, dropping hills of corn 36, 38, 40, 42 or 44 inches apart. It accurately checks rows and hill drops at tractor speeds up to four miles per hour. Drill planting can be done at even faster speeds.

The corn drill planter also provides the accuracy of drop and

uniformity of depth needed for efficient planting. All parts of the planter are accessible for field adjustment. Seed plates can be changed without emptying the hoppers. Row spacing adjustments from 36 to 44 inches and adjustments for planting depth are easily made.

Deming Issues New Water System Booklet

THE DEMING Company, Salem, Ohio, has recently issued a

new booklet on Deming water systems.

Lithographed in two colors, the booklet points out to the prospective user of a water system, the many places where a water system can be used, both in the home and on the farm. In addition, it illustrates the complete line of Deming shallow and deep well systems, including the pumps and the many different features of construction.

The booklets are recommended for statement mailing pieces, hand-out pieces, for displays, etc., and are available upon request to the manufacturer.

WISSOTA'S NEW *Hydraulic* FARM UTILITY TOOL



It's Different!

OPERATES IN ALL POSITIONS, VERTICAL, HORIZONTAL OR UPSIDE DOWN. HANDLE SWIVELS IN ARC AROUND THE JACK GETTING AWAY FROM INTERFERING OBSTRUCTIONS.

The patented and patent pending features make it the most valuable farm tool!

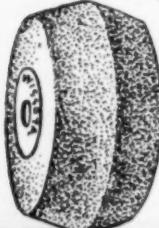


Yes, the NEW Wissota Hydraulic Farm Utility Tool is different. Its patented features, with exclusive swivel handle, get away from any interfering obstructions. Its unique all-welded construction features give it amazing versatility and make it the handiest, most useful of farm tools! Easily, quickly, economically accomplishes dozens of difficult repair and lifting jobs on farm.

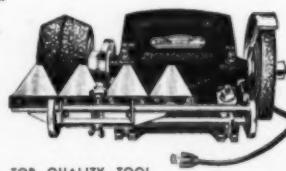
Used as a Wagon Box Lift . . . the NEW Wissota Farm Utility Tool used in conjunction with Wissota Wagon Box Lift Frame. Easily and quickly lifts the wagon frame for loading and dumping all types of wagon boxes. The Model J-25 Farm Tool has 5000 pound capacity—plenty of EXTRA POWER to make the job easy and smooth. Combination Unit, List, \$65.95.

BE SURE ABOUT THOSE SICKLES AND GOOD TOOLS!

Stay on the Safe Side . . .



By supplying Wissota Sickle and Tool Wheels to your customers. Cooler, faster cutting. No danger of drawing temper. Better balance. Carefully tested. More accurately dressed. Fewer跳出. Safer for good tools. Safer for the operator. Build up your wheel business with Wissota.



TOP QUALITY TOOL & SICKLE GRINDERS
Complete line includes the Electric Tool and Sickle Grinder which allows 100% accessibility to wheels.

ASK YOUR JOBBER OR WRITE FOR CATALOG TODAY!

WISSOTA Manufacturing Co. MINNEAPOLIS 4,
MINNESOTA

Dallas Branch Retires Two Deere Veterans .

TWO VETERAN employees with a total of almost 100 years of service in the Dallas branch of the John Deere Plow Company—P. S. Perry and H. B. Lockett—stepped into retirement last January 1.



P. S. Perry



H. B. Lockett

Perry, with 56 years of service, started with the Deere Company as a boy in knee pants and in the

THERE'S A GOLD MINE IN HOME FREEZERS



Ready and Waiting for You in Today's **FARM and RANCH SOUTH**

There's a multi-million-dollar market on the highline for you in today's new South ... a market with more electrified farms and ranches than in any other section of America.

Nearly 2,500,000 Southern and Southwestern farms and ranches are now electrified—a gain of over 1,900,000 new customers in the past ten years. It's a market with unlimited sales potentials for home freezers and electric refrigerators. The homes are there, the need is there ... and prosperous farm and ranch families have money in their pockets, ready to buy—\$10,000,000,000 more money than they had in 1940!

FARM & RANCH-SOUTHERN AGRICULTURIST is the direct line to this tremendous electrified market—it reaches more Southern

and Southwestern farms and ranches than any other publication of any kind. And... over 1,044,900 of its well-to-do subscriber-homes are electrified.

Whether it's electric home freezers, refrigerators, ranges, washing machines ... sinks, bathrooms, electric pumps or any electrical equipment ... the product you sell reaches into the heart of this vast electrical market when it appears in the pages of **Farm & Ranch-Southern Agriculturist**. It's your best business partner, because it does a powerful job of *pre-selling* your customers ... makes your selling job easier and your profits greater!

Circulation Guarantee 1,290,000

FARM AND RANCH PUBLISHING CO.

318 Murfreesboro Road • Nashville 10, Tenn.

THE
"PROFIT TALK"
OF THE TRADE
BILLINGS
ALLOY STEEL

**LIFE-TIME®
WRENCHES**

Any way you look at 'em — they build
...Extra Sales•Profits•Repeats

Because:

They are Alloy Steel Wrenches

They are High Quality...Competitively Priced.

They are made Exclusively for the hardware trade

There is a Billings' Wrench Merchandiser for

EVERY STORE —

EVERY SALES SITUATION —

EVERY CUSTOMER

MERCHANDISERS

COMBINATION

45° BOX

15° BOX

Get 'em from your wholesaler

BILLINGS
△

WRENCHES & SHOP TOOLS

THE BILLINGS & SPENCER CO., HARTFORD 1, CONN., U.S.A.



ENGINEERS



capacity of mail clerk, later moved into the complete goods order department and served as manager of that department from August, 1904, until his retirement.

Lockett left a position with a railroad in 1909 to become manager of the traffic department in the Dallas branch and had served in that capacity for 41 years.

E. R. Guy, graduate of Baylor University and with 22 years of service in the complete goods order department, became manager of that department, succeeding Perry.

Curnie M. Davis, graduate of Texas A&M College, had been with the Dallas branch since 1935, except for four and one-half years in the armed forces, and has succeeded Lockett as manager of the traffic department. His Deere service has been in the complete goods, repair and traffic departments.

**Mechanics Can Be
Salesmen . . .**

(Continued from page 125)

farmer who has to work a tractor usually has a better general technical knowledge of it than the average salesman who sells it to him. Once, an interested farmer came in to look at one of our tractors. We put one of our best salesmen on him. The salesman had a fairly good mechanical knowledge of what he was trying to sell, but somehow he couldn't lead the prospect to the dotted line. Finally, the farmer said, 'wait until I go back to talk to Sam your service man.' Sam came back in with him and explained the intricate, technical details he wanted to know and closed the deal."

While farmers from the stockyards are in the store, Hammack or some other company employee engages each one in conversation and gathers information for the company's files which is followed up later. This file shows what type of tractor or other implements the prospect has, their age, their condition, need of servicing, buying intentions of the farmer, etc. If the farmer already has bought one of the company's machines, it is an easy opportunity to learn whether it is continuing to give a satisfactory performance. Also it is an easy way to add to the prospect list the names of neighbors whom these farmers have heard mention the need for certain equipment.

How many uses of chain can you find here?



ONLY 20 are shown. Just a few of the many uses your customers find for chain, but enough to picture the sales possibilities you can turn into profit when you stock and display Campbell Chain.

You'll do better with Campbell Chain! Campbell's chain merchandiser makes selling chain easier and more profitable because you can stock it with the sizes and types most popular with your customers. And the attractive, practical Cam-Pak containers are designed for eye-catching display and easy handling and dispensing. See your wholesaler, or write today for complete information!



CAMPBELL CHAIN Company

Main Office—York, Pa.

Factories—York, Pa., and West Burlington, Iowa



New, sturdy display merchandiser with easy-to-use chain cutter . . . stocked with the chain assortment of your choice.

*

Tough fibre-board CAM-PAK container available for Proof Coil and BBB Coil Chain in regular and hot galvanized finishes in sizes $\frac{3}{16}$ ", $\frac{1}{4}$ ", $\frac{5}{16}$ ", $\frac{3}{8}$ ".

PICK-UP REELS

Hydro-RIGID
DISK FRAMES

LIFTER GUARDS

HUME
MEANS Quality
FOR A COMPLETE LINE!

PERFO CROP GUARDS

GREEN CROP LOADERS

GREEN CROP HARVESTERS

FLOATING CUTTER BARS

Write FOR
COMPLETE FACTS

H. D. **HUME** COMPANY

Special Harvesting Equipment
MENDOTA, ILLINOIS

"One thing we watch very closely in following up these leads is expense," explained Hammack. "Since I am the treasurer of this company, this responsibility falls chiefly on me. One way I save a lot of money in follow-ups is to group the leads on a community basis. For example, if we get a service call to the Joelson community to repair a combine, the service man, if he has time while there, follows up the sales prospects in the same section. Or if a field salesman goes out there to try to close out a deal on a new plant setter, for example, he may follow up, while in the area, a service call. If it can be handled on the spot, it saves a service run from the shop. If it demands new parts or tools that he doesn't have, he diagnoses the needs so the shop will know exactly what to do."

Winter Promotion

The company does its most vigorous promotion of service business during the winter, when farm machines are mostly idle. The salesman calls and if it is not to the interest of the prospect to buy a new tractor, combine, plant setter or other equipment, he offers to check the old machines the farmer is now using for needed repairs. Being well trained by the firm in the mechanical details of the company's machines, the salesman can run a tractor out of the shed and check its performance and advise about its repair needs. He goes over all the implements, and if they are in need of servicing urges the owner to do it before they are needed in farm work. In that way he gets many service jobs when it is hard to interest prospects in new machines.

Printed Promotions

Service work is also solicited by direct mail. One of the best business builders are envelope stuffers with monthly statements. "Printed leaflets in second class, unsealed envelopes have their place in promotion," Hammack said, "but they don't have the impact of a personal message enclosed with the monthly statement under first class postage. A brief message reminding the customer of a needed tractor-reconditioning, or telling him that a feed mill of which he had expressed a need is now in stock, will get more effective results."

TIME TO ORDER **CHAPIN** SPRAYERS

Now

FROM THIS
CATALOG



Only the early bird gets the worm. And only orders received in the near future can be accepted with assurance of delivery. Order now from colorful new Chapin catalog. Shows complete line of compressed air, single action and continuous sprayers. Also a variety of other specialty sprayers and dusters. Act now.

Write today for Cat. No. 51. IT'S FREE!



R. E. CHAPIN
MANUFACTURING WORKS, Inc.
100 Chapin St. Batavia, N. Y.



In the Grain Tank

THAT'S WHERE A MASSEY-HARRIS COMBINE PAYS OFF IN SALES!

Farmers judge a combine by the job it does in the field . . . and they look in the grain tank for proof! That's why Massey-Harris combines, with **BALANCED SEPARATION**, are No. 1 in the combine field. When farmers think of combines they think of Massey-Harris!

Massey-Harris' straight-through, balanced separation assures *controlled* threshing. The rasp-bar cylinder rubs out each kernel of grain the natural, easy way. Straw moves straight through in a light, even blanket . . . fluffed so that *all* the grain drops through. Waste is cut to a minimum . . . more and cleaner grain goes into the tank!

Matching the performance and popularity of Massey-Harris combines is the big family of Massey-Harris trac-

tors — with mounted and semi-mounted equipment for plowing, bedding, planting, cultivating and harvesting.

For a full line of modern farm machinery that's profitable to use and profitable to sell, it will pay you to learn more about the Massey-Harris dealer program. Attractive franchises are open in some territories. Yours may be one. Write or wire the branch office nearest you for details.

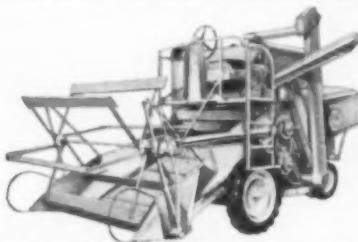
The MASSEY-HARRIS COMPANY

Quality Ave. • Racine, Wisconsin

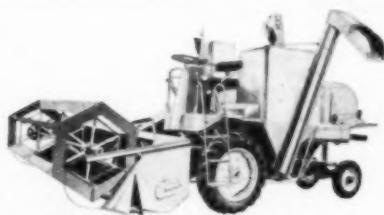
Branches in Atlanta, Ga.; Batavia, N. Y.; Columbus, Ohio; Dallas, Texas; Des Moines, Iowa; Kansas City, Kan.; Memphis, Tenn.; Minneapolis, Minn.; Omaha, Neb.; Portland, Ore.; Racine, Wis.; Stockton, Calif. Sub-branches Enid, Okla.; Fargo, N. D.; Grand Forks, N. D.; Harrisburg, Pa.; Los Angeles, Calif.; St. Louis, Mo.; Wichita, Kan.



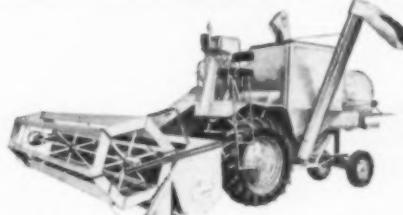
PULL-TYPE CLIPPER — Has original *straight-through* separation with power take-off or auxiliary engine drive. Choice of 6- or 7-foot models.



SELF-PROPELLED CLIPPER — Self-Propelled, with 7-foot cut and Clipper advantages for harvesting capacity of conventional 10-foot machine.



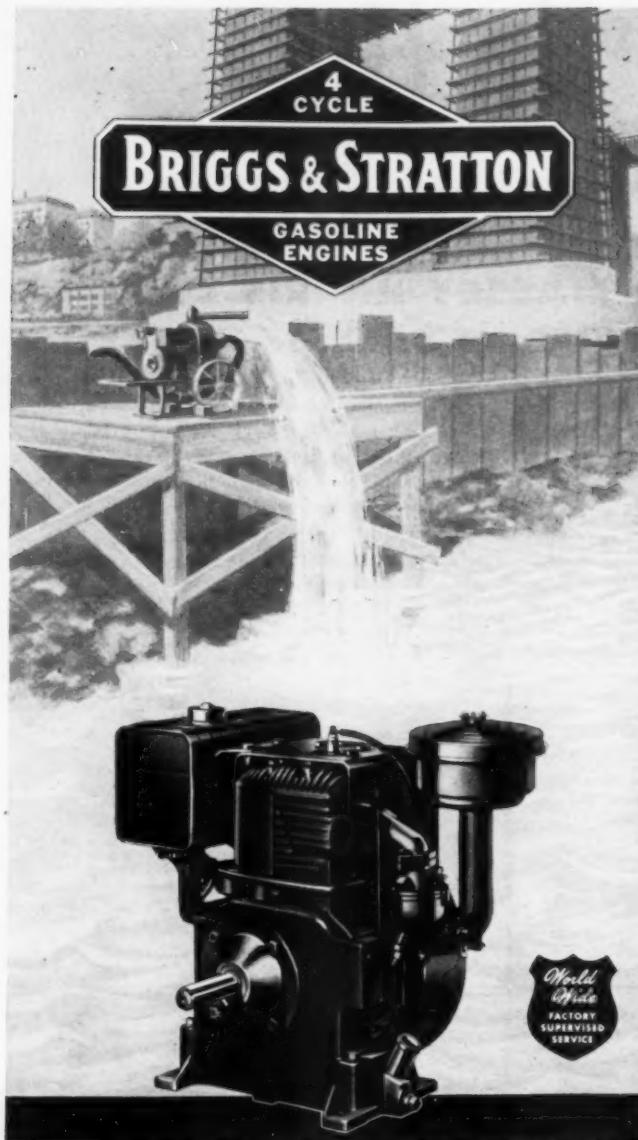
SELF-PROPELLED SUPER 26 — Big capacity combine with exclusive Massey-Harris **BALANCED SEPARATION**. Harvests up to 50 acres a day. Choice of 10- or 12-foot table.



SELF-PROPELLED SUPER 27 — Features **BALANCED SEPARATION**. With 16-foot table, it's the biggest-capacity combine on wheels . . . harvests up to 70 acres a day. Also 12- or 14-foot table.

Make it a Massey-Harris





Preferred power for portable pumps and a wide range of other equipment for the construction industry — the world's most widely used single-cylinder gasoline engines on machines and tools for industry, construction, railroads, oil fields, etc., and on appliances and equipment for farm and home.

HERE are more Briggs & Stratton 4-cycle, air-cooled, single-cylinder engines in service than all other makes in their field combined.

Briggs & Stratton Corporation,
Milwaukee 1, Wis., U.S.A.

In the automotive field, Briggs & Stratton is the recognized leader and world's largest producer of locks, keys and related equipment.

M-M Elects Angle and MacFarlane Vice Pres.

FOLLOWING a special meeting of the board of directors recently, W. C. MacFarlane, president of Minneapolis-Moline Co., Minneapolis 1, Minn., announced the election of two vice presidents, S. L. Angle and W. C. Mac Farlane, Jr., in addition to G. L. Gillette.



S. L. Angle



W. C. Mac Farlane, Jr.

Mr. Angle first became connected with the company in 1920, when he was employed by the accounting department of the Minneapolis Steel and Machinery Co., one of the predecessor companies. He was appointed auditor in 1928, and in 1939 he was elected treasurer and a director of the company, which positions he continues to hold.

Mr. Mac Farlane, Jr., first started with the company in 1928 as a helper in the factory during vacation, and was later employed as a clerk in the stores and cost departments, becoming a regular employee in the purchasing department in 1936. He was promoted to buyer in 1937, was made assistant general manager of the Moline plant in 1938, and manager of the Ordnance plant in 1941. He was elected a director in 1944.

IF YOU ARE LOOKING FOR



Look AT THESE SALES FEATURES

1. Sturdy built frame—expertly engineered—well-balanced design.
2. All-steel Toothed Spiders—16 to a section, 10 sharp teeth to a spider, penetrate into the ground to assure maximum mulching—positive weed destruction.
3. Flexible tractor drawbar sturdy reinforced.
4. Spiders are equipped with stone knockers between each tooth.
5. Two-piece hard maple oil soaked wood bearings assure smooth operation. Zerk fittings provide positive lubrication.
6. Adjustable gangs meet all cultivating conditions.
7. Since the Hoemor has a direct pull, draft is remarkably light, thus it is easy to transport.

Your Search Ends with the *Roderick Lean*

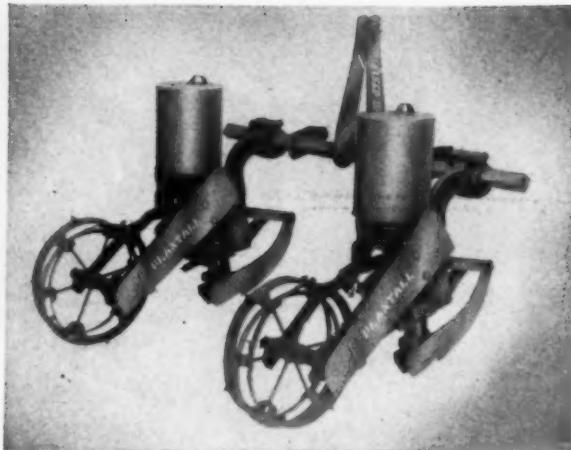
 HOEMOR

ROTARY HOE

There is only one reason why a farmer buys a rotary hoe at all . . . he wants the most effective way to destroy the weeds that "choke" his profits from corn, soybean, cotton and other similarly important money making crops. Here is your chance to do him a favor . . . sell him the Roderick Lean "Hoemor" . . . the Rotary Hoe that will do the toughest cultivating job in one-third the time. Here is a Rotary Hoe with every proven feature that will not only protect your customers' best interests, but yours, too, as it gives you a real edge over competition. If there is the slightest question about this . . . read over the features listed at the left. Then, we feel sure, you will want to contact your distributor without delay.

Write Farm Tools, Inc., for name and address of nearest Farm Tools, Inc., Farm Implement and Harvey Line Distributors.





Dempster Introduces Combined Lister-Planter

DEMPSSTER Mill Mfg. Co., Beatrice, Nebraska, announces production of a new unit-constructed combination mounted lister and surface planter, known as the Plant-All.

To meet the demand for multiple units such as 1, 2, 3 or 4 rows and to provide for row spacing from 14 to 70 inches, independent units are designed with a cast steel beam that may be attached to any square bar from 2 to 2 1/4 inches in size. The beam accommodates the use of such ground engaging parts as the regular moldboard lister bottom, rotary bottom, loose ground lister attachment, etc.

The seeding mechanism and combination press wheel is complete in one unit, so that the seed plate is driven by the press wheel. The press wheel is equipped with lugs and automatic cleaning de-



Cash in on the NEW DOBBINS COTTON ROW CROP SPRAYER



No. 3034—four row rig row crop sprayer, three adjustable nozzles per row.

More and More DOBBINS dealers are CASHING IN with fast sales on the New DOBBINS Row Crop Sprayer . . . specially designed for effective seasonal COTTON spraying and adaptable to all types of row crop spraying. Take advantage of DOBBINS sales making consumer advertising programs on the New DOBBINS COTTON Row Crop Sprayer.

A sturdy, dependable COTTON spray rig . . . low gallonage . . . low pressure . . . complete spray coverage . . . fully adjustable . . . one, two or three nozzles per row.

No. 3032—two row rig
No. 3034—four row rig

No. 3036—six row rig
No. 3038—eight row rig

MAIL THIS COUPON TODAY for complete information on the New DOBBINS COTTON Row Crop Sprayer and for the name of your nearest DOBBINS distributor.

DOBBINS MANUFACTURING CO.
Dept. 102 • Elkhart, Indiana

NAME

ADDRESS

CITY STATE

vice. The seed hoppers and planting mechanism can be supplied for planting most types of row crops. Fertilizing attachment is available.

New Row Crop Sprayer For Cotton Production.

DOBBINS Manufacturing Co. has introduced a new Dobbins No. 3034 Row Crop Sprayer, designed specifically to increase cotton yield and to be generally adaptable to all types of row crop spraying.

The sturdy spray rig for low-gallonage and low pressure complete spray coverage comes in two, four, six, or eight row rigs and is made for one, two or three nozzle spraying per row. Nozzles are fully adjustable to give the most efficient spraying coverage.



HARVESTORS

ARE BUILT TO GET ALL
YOUR GRAIN



MM Windrower gently deposits grain on top of the stubble in uniform windrows for uniform ripening or curing.



Handy controls on the MM HARVESTORS permit operator to make adjustments safely to fit field conditions "on the go"—both when picking up windrow and when straight-combining.



The HARVESTOR 69 has all the features that have made the name HARVESTOR stand for economical, dependable operation . . . for low-cost harvesting—shown here with re-cleaner.

Quality Control
IN MM FACTORIES ASSURES
DEPENDABLE PERFORMANCE
IN THE FIELD!

MINNEAPOLIS-MOLINE

MINNEAPOLIS 1, MINNESOTA

Self-Propelled Harvester cuts a mighty swath at exactly the speed the crop requires. Get facts on Powerflow Drive and hydraulic controls.



These are some of the FEATURES engineered to insure customer satisfaction with the Deming "MARVEL" Shallow Well Water System. You welcome competitive comparisons when you sell Deming Water Systems. You can PROVE EVERY CLAIM FOR QUALITY AND TRUE VALUE! *There's nothing finer than a DEMING!*

THE DEMING CO. • 519 Broadway • Salem, Ohio

DEMING DEPENDABLE PUMPS

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SOUTHERN FARM EQUIPMENT Section for APRIL, 1951

It's the easiest way to handle
because it's the easiest way to handle

ELEPHANT BRAND

"My Customers say
it's the handiest way
to buy chain they've
ever seen!"



"It's sure
packin' in profits
for me!"

Handle the All-Steel CHAIN-TAINER with the Handle!

Everybody's enthusiastic — consumers and dealers alike — about the new ELEPHANT Brand "CHAIN-PACK" — and sales are going up, Up, UP!

The "CHAIN-TAINER" with the handy handle is a strong, attractive, all-steel container that's ideal for re-use. It contains 100 lbs. of any one of the 4 fastest-selling sizes of ELEPHANT Brand PROOF and BBB Chain, made by the oldest chain manufacturer in America. It's sealed to protect the chain against rust.

ELEPHANT Brand "CHAIN-PACK" is a superior package — of quality chain — priced for competitive selling. It's easy to handle — stock — display — sell. Push it — and PROFIT!

Different Colored Labels

for Easy Identification:

GREEN LABEL: Identifies PROOF Coil Chain.

RED LABEL: Identifies BBB Coil Chain.

Size of chain, weight, and approx. footage clearly indicated on labels.

Ask your Jobber



ELEPHANT  **BRAND**
Products

NIXDORFF-KREIN MFG. CO., 916 HOWARD ST.,
ST. LOUIS 6, MO. — EST. 1854



MAKERS OF ALL TYPES OF WELDED CHAINS • TIRE CHAINS • SINGLETREES • WAGON AND TRUCK HARDWARE



The Puritan name has always stood for quality and always will. You can depend on each product bearing the Puritan name.



MAGNOLIA — Packed in individual burlap and paper wrapped tubes. Ideal for well rope. Send for free sample.

MALLISON WEBBING — Packed in Cut Bands stitched for immediate use or in 100 ft. rolls. Send for free sample.

- Weather resistant
- Light and strong
- Reasonably priced
- For general farm use

Increase Clothes Line Sales 30%!

Now wrapped in eye-catching cellophane, these two-hank packages of Puritan quality clothes line boost sales and profit. Send for free samples.



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Wooster Brush Co.	25
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Y

Yale and Towne Mfg. Co.	*
Yazio Manufacturing Co.	*

GOULDS balanced-flow Jet

Here's your
Shortage Insurance
Policy



NO TANK...
LESS PIPE...
FEWER FITTINGS

PERSONAL INSURANCE COMPANY WILL PAY

big dividends to the Beneficiary upon application of the Balanced-Flow Jet to all installations as described in this policy, regardless of shortages of galvanized tanks and other equipment.

THE INSURED The alert pump dealer who features Goulds Balanced-Flow Jet.

FACE AMOUNT Maximum pump profits in the face of today's shortages of tanks, piping and fittings.

BENEFICIARY The Insured, and all his shallow well customers whose capacity requirements do not exceed 540 G.P.H.

FIRST PREMIUM Installation of a Balanced-Flow Jet on that shallow well job you're starting this week.

LATER PREMIUMS Ditto for all future shallow well installations within capacity requirements.

Due Dates Most any day now. Shallow well pump demand reaches the year's peak very shortly.

ADDITIONAL BENEFITS

As Provided by
the Balanced-Flow Jet Self-adjusting capacity, for real "city" water service. Quiet, economical operation. Absolute customer satisfaction, peak profits.

Get further information on your Shortage insurance—the Balanced-Flow—from your Goulds distributor, or write us.

P.T. Stairns

M. M. Jones

GOULDS PUMPS, INC.
SENECA FALLS, N.Y.

Frank T. Brewiss

GOULDS WATER SYSTEMS
Since 1848
FOR EVERY FARM AND HOME NEED.

STAR SERVICE SHARES

Fully
Guaranteed
AS TO QUALITY,
FIT, AND FINISH

Patterns are available for practically all plows, listers, middlebreakers in No. 1 soft center or No. 2 crucible steel of the highest quality obtainable. Send today for catalog and trade prices.

STAR MANUFACTURING COMPANY
DIVISION OF ILLINOIS IRON & BOLT CO.,
CARPENTERSVILLE, ILLINOIS, U.S.A. (EST. 1873)

It's Easy...
to sell running water
in a **Package!**

only \$69.50
FOR
FACTORY

HYPROMATIC
STEADY FLOW
WATER SYSTEM

FOR FAST, EASY OVER
THE COUNTER SALES

Set up a Hypromatic Pump with the FREE, attractive counter display card.

It's ideal for farms, cottages, suburban homes and industry.

For Complete Details Write
TODAY to Dept. B.

HYPRO ENGINEERING, INC.

404 WASHINGTON AVE. N.
MINNEAPOLIS 1, MINN.

OUTSTANDING
ADVANTAGES
EASY TO INSTALL
NO TANK NEEDED
AUTOMATIC...
THOUSANDS IN USE



I sell
the finest...
I sell
DEMPSTER!

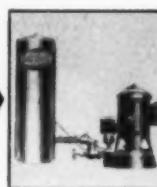
*because my customers want
quality water systems . . .*

My customers seem to want every last dollar's worth of value—no matter what they buy. They don't plan on early replacement or needless repair. They expect and demand *quality*. I guess that's why the Dempster Water System is the farmer's favorite. He's seen that 73-year-old name on some of the finest farm machinery in the country. Dempster means quality that's guaranteed. The farmer knows it . . . and that's why he insists on items from the famous Dempster line.

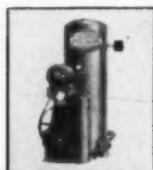
**DEMPSTER—America's
Quality Water System for the Farm!**



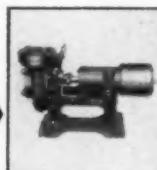
**SHALLOW-WELL
JET-MASTER**—Only
one moving part. No
special pressure tank
needed. Easily installed
and exceptionally
efficient.



**DEEP-WELL JET-
MASTER**—Ideal for
offset installation, or to
be set directly over the
well. Unusually simple
in operation—only one
moving part.



**DEEP WELL WATER
SYSTEM**—Positive
lubrication. Modern
design. Available for
electric motor or gaso-
line motor. Can be supplied
with windmill attachment.



**CENTRIFUGAL
PUMPS**—Impellers
are semi-enclosed for
greater efficiency. Bal-
anced drive shafts ride
on double Timken Bear-
ings. There are no better
irrigation pumps made
than Dempster Centrif-
ugal Pumps.

**America's Quality Line of Farm
Water Systems**

Pumps • Tanks • Windmills •
Irrigation Equipment

**DEMPSTER
MILL MFG. CO.**

Beatrice, Nebraska

DEMPSTER
WATER SUPPLY EQUIPMENT

WANTED!

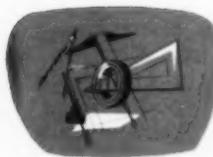


LAUSON

ENGINES ON... 3 COUNTS!

WANTED!

*because of their
finer
engineering!*



Important to any manufacturer or distributor is the engineering superiority of Lauson's long-life design — for it means consumer confidence, product quality and year-in, year-out dependability.

WANTED!

*for the power
of their
famous name!*



Yes, consumers and manufacturers want better power — better performance — and a better name, and Lauson means all these things to millions of consumers who see the Lauson name almost 20 million times a year! The Lauson name on any equipment is pre-sold!

WANTED!

*for their
replacement
versatility!*



Dealers and distributors must have dependable engines for replacement power — and LAUSON is specially engineered for wide use on any equipment — with superior results!

OUTBOARD MOTORS

LAUSON

THE LAUSON
COMPANY
NEW KOLSTEIN, WIS.
DIVISION OF HART-CARTER COMPANY

PORTABLE ENGINES

IN CANADA: HART-EMERSON,
WINNIPEG, CANADA

BOTH know it pays to STANDARDIZE!

Hogs are usually easier to sell at a profit when you stick to the "blood lines" and the power line" that your experience and good judgment may dictate as being best for your purpose.

It Pays to Standardize

Buy your engines and engine-powered equipment the same way you buy purchased cattle. Stick to the "blood lines" and the power line" that your experience and good judgment may dictate as being best for your purpose.

FRUIT...or WISCONSIN ENGINES

...it pays to Standardize

Fruit Grower...or WISCONSIN Engine User...

Both Know it Pays to STANDARDIZE!

Soil, climate and market conditions usually determine the kind of fruit on which you standardize as a matter of fact.

MOST H.P. HOURS

We're Telling Your Customers WHY to STANDARDIZE on WISCONSIN Heavy-Duty Air-Cooled ENGINES

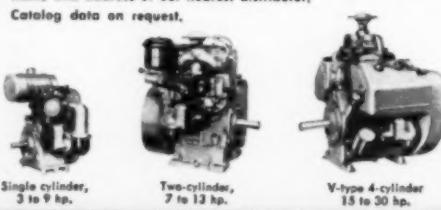
It Pays You to Tell Them, Too!

Your customers judge and select hog or cattle breeds, grain, corn, grass seed or fruit varieties that have proved to be most satisfactory, based on practical experience and modern scientific development. In the same way, they are learning that it pays to STANDARDIZE on Wisconsin Heavy-Duty Air-Cooled Engines for the most satisfactory farm mechanization results.

We are helping to establish this idea more firmly through extensive national and regional farm paper advertisements such as those illustrated here, reaching the great majority of farm families throughout the United States and Canada. You, as a dealer, can benefit by helping to promote this same idea that is being "pre-sold" to your customers.

And you, too, can benefit in many ways by standardizing as much as possible on the Wisconsin Air-Cooled Engine line. Your inventory and replacement parts problem is greatly simplified. Your service men can receive expert instructions through our traveling Service Clinics. And a profitable, established "engine servicing market" exists in every farm locality because more Wisconsin Engines are used as power components on farm machinery than any other make, in the 3 to 30 H.P. field.

If you are not already an Authorized Wisconsin Engine dealer, and if there is no local representation in your community, write for the name and address of our nearest distributor. Catalog data on request.



Single cylinder,
3 to 9 hp.

Two-cylinder,
7 to 13 hp.

V-type 4-cylinder
15 to 30 hp.

WISCONSIN MOTOR CORPORATION

World's Largest Builders of Heavy-Duty Air-Cooled Engines

MILWAUKEE 46, WISCONSIN

SELL the LEADER...sell BOSS

THE COMPLETE LINE OF MODERN KEROSENE RANGES, STOVES AND HEATERS

BOSS GLASS DOOR CONSOLE RANGES



A-275
B-675

BOSS UTILITY CONSOLE RANGES



B-650 shown
Also A-250

BOSS TABLE TOP RANGES



B-145
B-545 shown

Also available
B-131
B-133
B-231
B-232

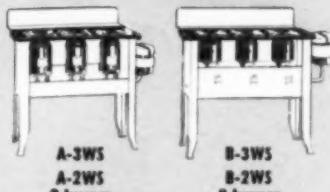
for those who
demand the finest...available
in 6 distinctive models

BOSS CABINET COOK STOVES



A-3635
B-3635

BOSS UTILITY COOK STOVES



A-3WS
A-2WS
2 burner

B-3WS
B-2WS
2 burner

YOUR CUSTOMERS CAN CHOOSE
BETWEEN 2 BURNERS
both designed for superior service

"B" MODELS

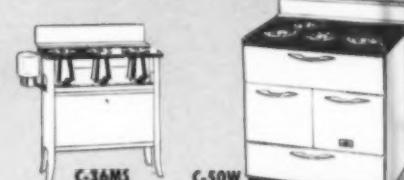
- Gives long, hot blue flame
- All heat at cooking surface
- Large combustion chamber
- Clean, sootless, active flame



"A" MODELS

- Economical fuel consumption
- Instant precise flame control
- Visual flame control
- No waiting for heat

THE PRIZE LINE FOR EASY, ECONOMICAL COOKING



C-36MS

C-50W
RANGETTE



C-29



C-39

PRIZE NEEDLE VALVE BURNER "C" MODELS

- Special rust-resistant chimneys
- Long, hot blue flame
- Hot Blast Cap for extra heat
- Finest needle valve adjustment



FOR ADDED PROFITS STOCK FAMOUS BOSS UTILITY OVENS IN 9 ATTRACTIVE MODELS



758



75



700



45

Also available 46, 47, 48, 95, 98

NEW BOSS PORTABLE ROOM
HEATERS LEAD THEM ALL IN
DESIGN AND OPERATION!
AVAILABLE IN 5 MODELS

Also available H-2, H-3, H-5



H-4

BOSS Gives superb results at lowest cost. Boss design, workmanship and materials are the finest. When you see BOSS on any product you can sell it with confidence. See Your Boss Salesman, Your Jobber, or write direct.

Ingersoll

specializes in **SPECIAL STEELS**
for industry



Alloy Steels
Armor Plate
Clutch Plate Steels
Tillage Steels
Soft Center Steel
Shovel Steels
Knife Steels
Saw Steels, including
High Speed Hack
Saw Blade Steels
TEM-CROSS Steel
Stainless Steels
INGACLAD
Stainless-Clad Steel

Ingersoll

the **buy** word in Shovels



blade edges **GUARANTEED** split-proof, curl-proof



specify **Ingersoll** every time



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BORG-WARNER CORPORATION
NEW CASTLE, INDIANA